

# LIFE

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BIG FUSS OVER TV QUIZ SHOWS



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## Promising Crosby crop

Heirs to a great show business name and talent, Bing Crosby's energetic, fun-loving sons have a fine time while carving out promising careers.



BING'S BOYS

85

## A new series: Livable Homes

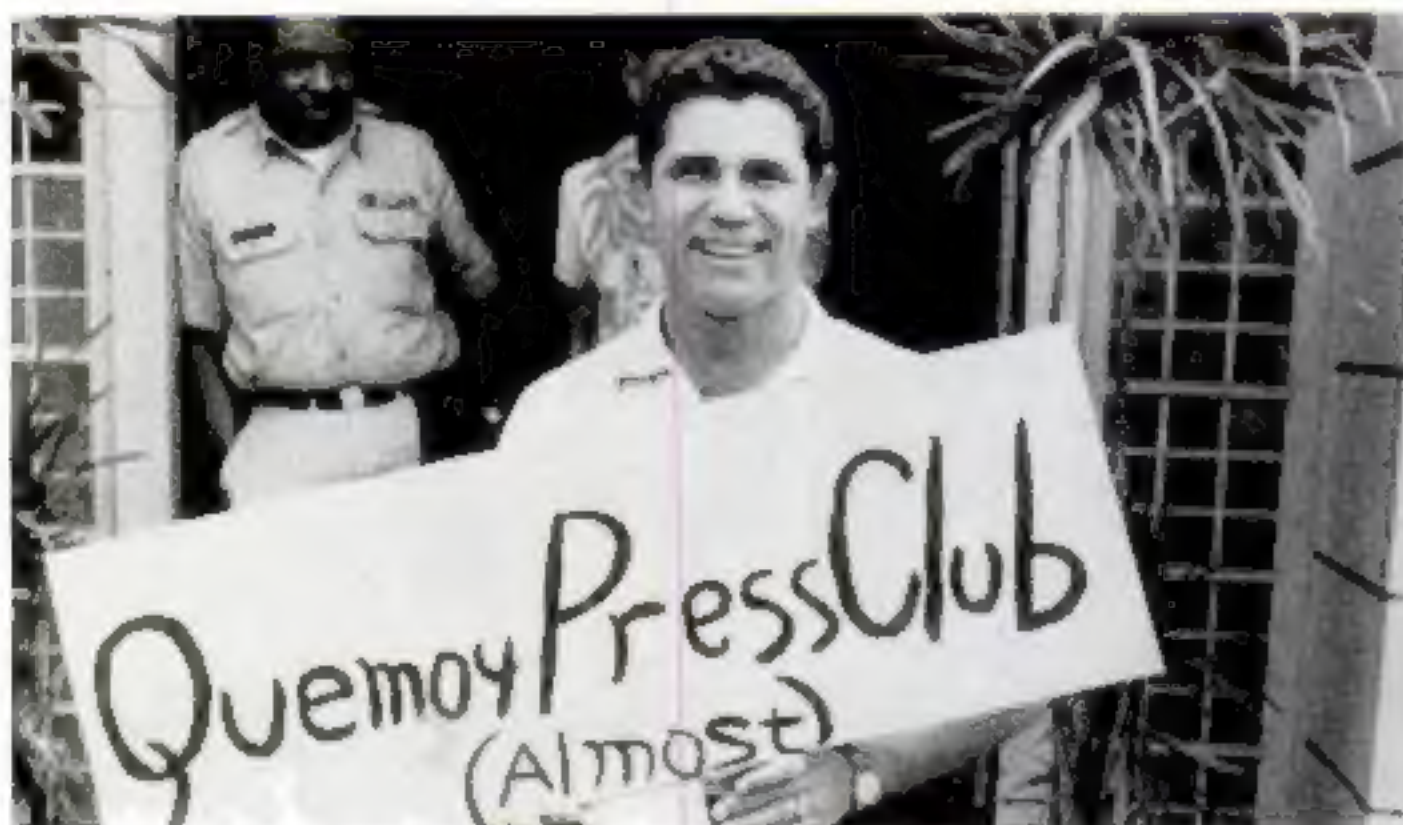
What U.S. housing needs is more livability: too many homes lack space and privacy. A new LIFE series shows how to get more livable homes.



NONLIVABLE MESS

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## Running Red blockade to Quemoy 16



LIFE'S JOHN DOMINIS PREPARES TO OPEN A NEW HEADQUARTERS

As Chinese Communists hurl shells at offshore islands and threats at U.S., a LIFE team runs a blockade under fire to bring back exclusive pictures of action.

## Fuss over quiz shows

The big-money TV question now is: are quiz shows rigged? As charges are flung, Herbert Brean reveals how far shows do go in controlling outcomes.



REHEARSED ANXIETY

22

## The Wall Street Puzzle

Stock prices should have gone down. Instead they went up. Why? Ernest Havemann explains—and Wall Street experts evaluate future prospects.



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### COVER

Bing Crosby's four musical sons, Dennis and Lindsay (top), Gary and Phillip (bottom), form themselves into a barbershop quartet (see pp. 85-89)

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## He's Looking for People Who Like to Draw

by Rex Taylor

**T**ODAY thousands of people who never thought they could be artists are working happily at easels and drawing boards, making pictures — and getting paid for them. Clerks, secretaries, mechanics, housewives, salesmen, policemen, people in every walk of life are being helped to success and happiness in art — and the one who is least surprised is Albert Dorne — the man most responsible for their success.

**Who are some of the people Dorne has helped to succeed?**

Don Smith lives in New Orleans. Three years ago Don knew nothing about art — even doubted he had talent. Today he is an illustrator with the largest advertising agency in the South!

John Buskett was a pipefitter's helper in a gas company. He still works for the same company but now he's an artist in the advertising department at a big increase in pay.

Elizabeth Merriss, busy New York mother, now adds to her family's income by designing greeting cards and illustrating children's books.

A great-grandmother in Newark, Ohio, recently had her first local "one-man" show — where she sold thirty-two water colors and five oil paintings.

John Whitaker of Memphis was an airline clerk two years ago. Recently he won a national cartooning contest prize, now does a comic strip for a group of newspapers.

Each of these people — and thousands of others — have been helped to success in art through a bold program which Albert Dorne proposed almost ten years ago.

### New Kind of Art School

From the day Albert Dorne first became a celebrated illustrator — men and women who wanted to be artists flocked to him for help and guidance.

"They all had one thing in common," Dorne says, "they liked to draw. What most of them needed was a little more confidence in themselves and some practical training in professional art techniques."

Dorne was eager to help these people, but realized he couldn't do it alone. So he called together a group who, with himself, comprised America's 12 Most Famous Artists.

"All over the country," Dorne told them, "there are men and women who like to draw and who could be successful artists. Why can't we give these people the one thing they can't get elsewhere — the trade secrets and techniques we learned only through years of successful experience. I'm suggesting an entirely new kind of home-study art school . . . one that will give talented people everywhere an opportunity to get top-drawer professional art training without leaving their homes or giving up their jobs."

The idea met with great enthusiasm. Taking time off from their busy careers —

the famous artists perfected a revolutionary new way to teach drawing and painting. They made over 5,000 special illustrations for their course, each man contributing his own special "hallmark of greatness." For example, Norman Rockwell devised a simple way to explain how to create his famous heart-warming characters. Jon Whitcomb explained how to draw the stunning "glamour girls" that have brought him worldwide fame. Al Dorne showed step-by-step ways to achieve action and humor.

Then came their most challenging problem . . . how would they correct the drawings that students living hundreds of miles away mailed to the School? The famous artists dug deep into their own rich experiences. The system they finally developed is the most personal, most effective method of

### America's 12 Most Famous Artists

NORMAN ROCKWELL	FRED LUDERENS
JON WHITCOMB	BEN STAHL
AL PARKER	ROBERT FAWCETT
STEVAN DOHANOS	AUSTIN BRIGGS
DONG KINGMAN	HAROLD VON SCHMIDT
PETER HELCK	ALBERT DORNE

**ALBERT DORNE** — probably the greatest money-maker in the history of commercial art. At the height of his career, he began a full-time search for people who like to draw.

criticism the field of art has ever known.

The course was planned so that people with no previous art training could start right from scratch. Yet it has proved so complete and practical that thousands of professional artists have also enrolled to further improve their earning power.

This original course in Commercial Art and Illustration was so successful that two other equally outstanding courses have since been added . . . one in Fine Arts Painting, the other in Professional Cartooning. The Famous Artists Schools, still owned and run by the famous artists who started it, now has active students in every state and in over 40 foreign countries.

Albert Dorne, President of the School, is not surprised at all by the success of his students. "Opportunities open to trained



**NORMAN ROCKWELL** — America's best-loved artist and a founder of the Famous Artists Schools.

artists today are enormous. We continually get calls and letters from art buyers all over the U. S. They ask us for practical, well-trained students — not geniuses — who can fill full-time or part-time jobs."

### Revealing Art Talent Test

Today, instead of interviewing people, Dorne and his fellow artists have created a much more revealing method for discovering and measuring art talent . . . their own 12-page Famous Artists Talent Test. Originally there was a \$1 charge for this test. Today, their School offers it free and grades it free. Men and women who reveal natural talent through the test are eligible for training by the School . . . right in their own homes and in their spare time.

Find out if your art talent is worth training. Simply return the coupon. The Famous Artists Talent Test will be mailed to you without cost or obligation. This might well be your first step to an exciting new life in the wonderful world of art.

### FAMOUS ARTISTS SCHOOLS Studio 828, Westport, Conn.

Please send me — without obligation — your Famous Artists Talent Test.

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 Mrs. \_\_\_\_\_ Age \_\_\_\_\_  
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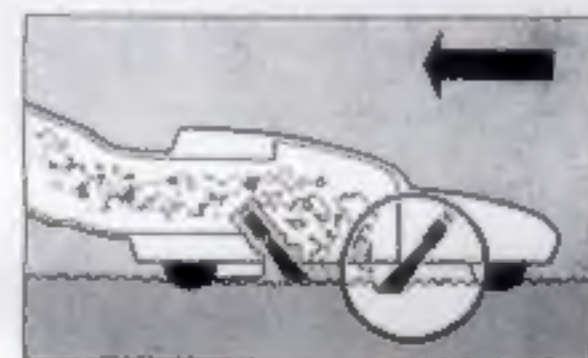
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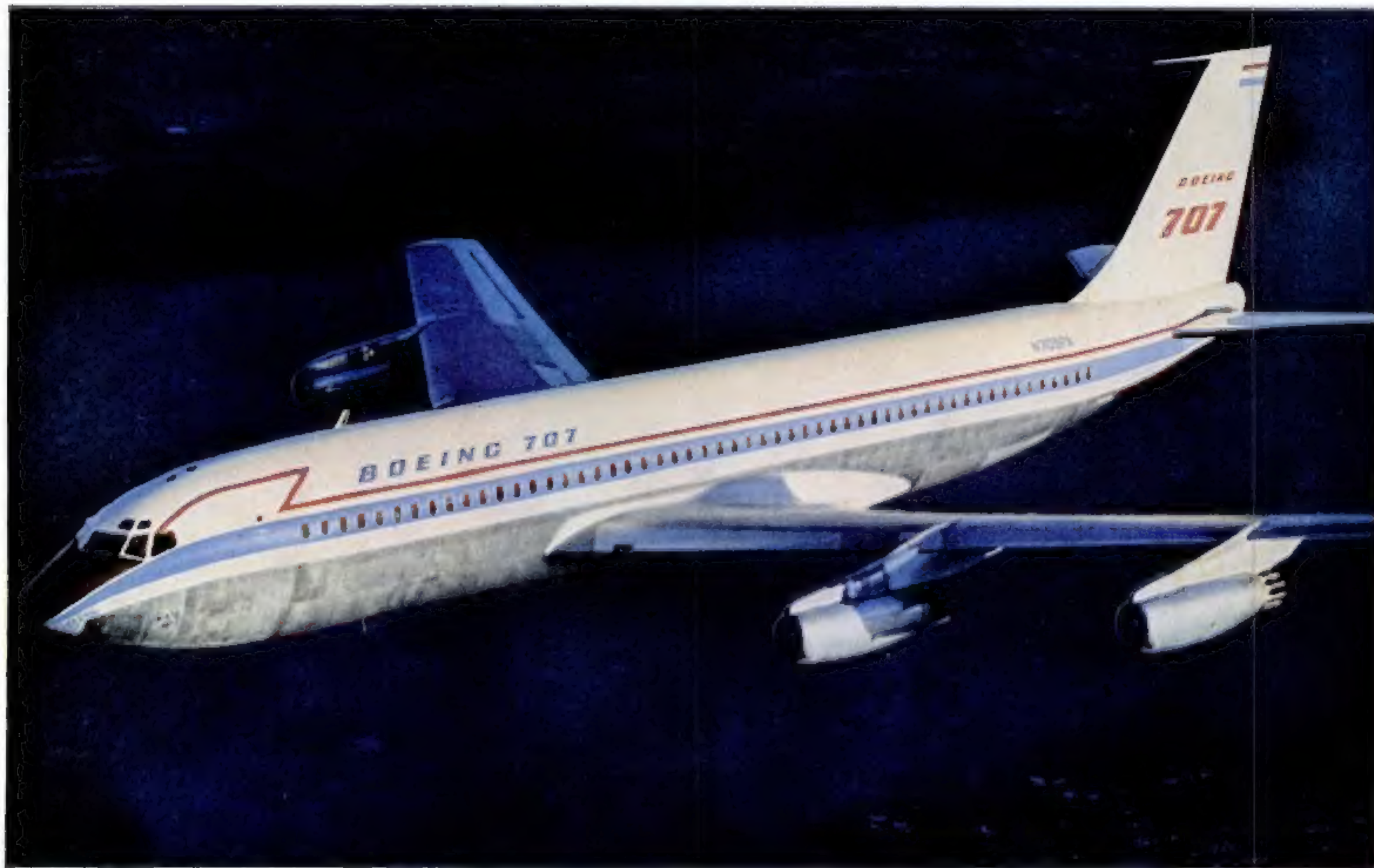
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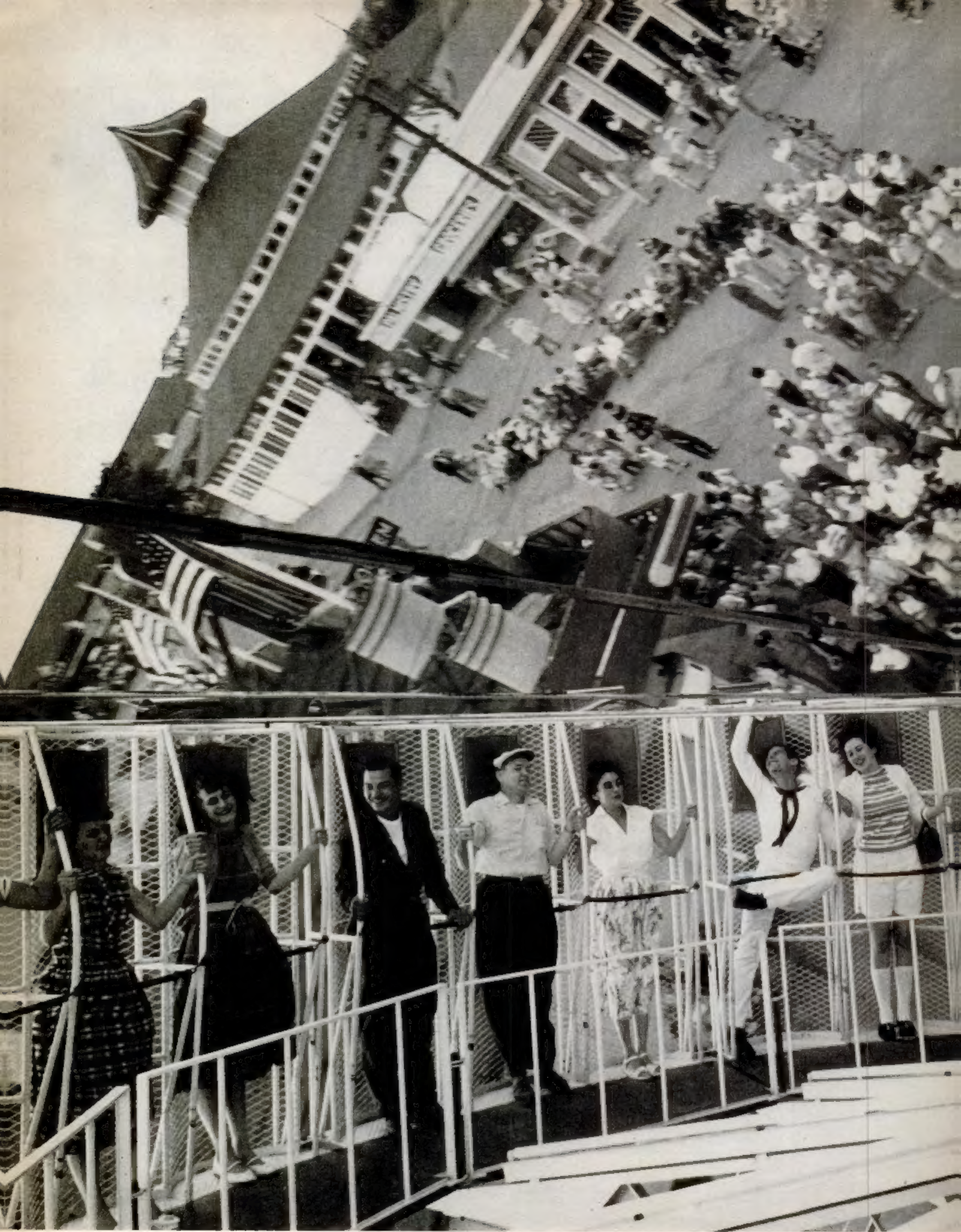
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SPEAKING  
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PICTURES



## Split Outlook For an Orbiter

The odd junction of two different worlds, as left is reproduced as it was seen by Photographer Wim Parks when he took his picture. The same picture is printed above, tilted to show the ground level as it would be normally. Parks was nearing the zenith on a space-age merry-go-round called the Satellite at Crescent Park in Riverside, R.I. The big 29-foot wheel starts its run by rotating slowly in a horizontal plane while customers stand around its rim in cubicles of wire mesh. Then it speeds up to 18.5 rpm—flattening riders onto their backs with a centrifugal force of 1.7 Gs—and tilts to a 72° angle. After several breathtaking turns, it slows, comes out of orbit and deposits the dizzy passengers back in man's accustomed world of erectness.

Learning to wield his camera effectively under the strange G-forces, Parks had to ride the Satellite 10 times, now considers himself "a fully orbited photographer." During his ordeal he saw only one man get sick: a sailor who could not get his space-ags.



# LETTERS TO THE EDITORS

## HUTTERITES

Sirs:

After reading your article, "Hard Time Faces Fruitful Hutterites" (LIFE, Aug. 25), I could not prevent myself from going into a rage. Here we have a community of loyal citizens who work for what they have, who have a bond of brotherly love which holds them together so that all their members benefit, and because of their strange ways and productivity they are being discriminated against. How in God's name can we allow this thing to happen?

MICHAEL R. ROMANO

Memphis, Tenn.

Sirs:

All Americans ignore the treatment of the Hutterites at their own peril. Thank you for publicizing their plight, and for reminding us that constant vigilance is indeed the price of liberty. In doing this, you live up to journalism's highest standards of responsibility.

DAVID H. GRAFT

Jacksonville, N.C.

Sirs:

After I was discharged from the service in which many were obligated to serve, I came home to find that the Hutterites did not serve in the armed forces because they do not believe in war. When I decided to return to farming, the occupation that I grew up in, I found no land available at a reasonable price because if it was good land the Hutterites were also after it. As a consequence I was forced to sell the equipment I had and move to Seattle and work for Boeing Airplane Company.

I wonder where our country would be if all of the men who served in the last two wars and the thousands who gave their lives for our freedom had, like the Hutterites, refused to serve.

LOYD A. WILSON

Seattle, Wash.

Sirs:

The irony is that the Hutterites apparently are prospering by practicing two virtues that helped make the United States the greatest country in the world—thriftiness and hard work.

LOUIS J. KNORRE

Downey, Calif.

Sirs:

Americans should give a vote of thanks to the citizens of South Dakota for acting the way they have against the Hutterites; they pose a threat to the American way of life. Legislation against selling them land is not enough; a more effective method would be to ban the book from which they take inspiration. The ideas found in the New Testament have always been troublesome.

Everyone knows that a group of people who mind their own business, keep to themselves, and attempt to live according to the Sermon on the Mount are not to be trusted.

WILLIAM J. BRENNAN

Brookton, Mass.

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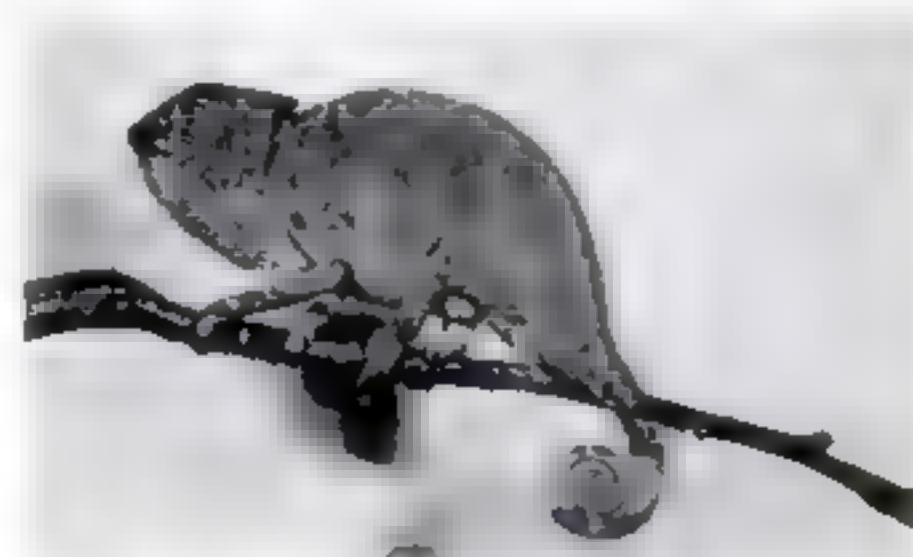
## FRECKLES: WHY DO THEY COME?

Sirs:

You might be interested to know that melanin, which produced tan as you explain in "Freckles: Why Do They Come?" (LIFE, Aug. 25), is found not only in humans but also almost universally among the vertebrates. In the African chameleon the melanin is kept in cells called melanophores. Wherever the animal is exposed to light the melanophores, packed with melanin pigment, expand, giving the skin a dark appearance. In areas not exposed to light, the melanophores remain contracted and the melanin is hardly visible. You can see this effect in this photograph of a chameleon that has been exposed to light through the bars of his cage. When the bars cast shadows, the chameleon's skin remained temporarily light.

Dr. DONIS M. COCHAN  
Curator

Division of Reptiles and Amphibians  
U.S. National Museum  
Washington, D.C.



CHAMELEON SHOWING EFFECTS OF MELANIN

## A STRONG SIGN OF RECOVERY

Sirs:

The article on American construction ("A Strong Sign of Recovery," LIFE, Aug. 25) is done with imagination and force and is one of the most dramatic expositions of the progress of American architecture that I have seen.

EDMUND R. PIERCE  
Executive Director

The American Institute of Architects  
Washington, D.C.

Sirs:

Congratulations on your portrayal of bold shapes and colors in new building. I was disappointed, however, that you didn't give any credit to A. Dudley Kelly who was in charge of the color scheme for the interior of the Morton Salt Building. The bright checkered drapery colors give sparkle and light to the otherwise monochromatic exterior of the building, contrasting sharply with other new structures along the Chicago River.

HAR. BERNETT

Chicago, Ill.

Sirs:

The architect designs the structure—but it is the contractor that takes the written word and the blueprint and transforms them into the beautiful structures that grace the nation's skyline. Some mention of the men that work in the trade—creating the buildings, the bridges, the highways and the huge works programs—will make them even more proud of their great industry.

JAMES R. REUTER

Chicago, Ill.

## GLAMOR GIRLS OF THE AIR

Sirs:

Congratulations on "Glamor Girls of the Air" (LIFE, Aug. 25). Your story surely offers a heart-warming enough array of beauty and charm to distract any healthy warm-blooded American male.

DUNCAN CHURCH

Regina, Sask., Canada

Sirs:

Six years ago I married and joined the ranks of stewardesses. Ever since then I have wanted to write an article about what a wonderful job being a stewardess really is. No other position gives a young girl the same opportunity to see the United States, and if she

speaks a foreign language, numerous other countries.

Being a stewardess gives one poise, graciousness and awareness. Your story will give many girls the incentive to apply for a chance of their lifetime.

PAT S. TANNER

Midland, Texas

Sirs:

You will be interested to know that Illa Har-El of the El Al Israel Airlines, pictured in your panoramic photograph, was recently crowned "Miss International Airline Stewardess" of 1958 in Miami Beach. She won the title over 30 other girls representing airlines throughout the world.

W. BILL GLICK

Miami Beach, Fla.



HAR-EL AND TROPHY

Sirs:

LIFE locates the American Airlines Stewardess School, which adjoins Fort Worth's Amon Carter Airport, as "near Dallas."

Surely LIFE must have been told that the school was "at Fort Worth." Fort Worth believes it is entitled to a detailed explanation on how or why this gross misrepresentation was made.

W. O. JONES

Fort Worth Chamber of Commerce  
Fort Worth, Texas

● The school was described by LIFE both as being "near Dallas" and as being "between Dallas and Fort Worth." It is not within the city limits of either but lies squarely between the two. —ED.

## INCHES, OUNCES, SECONDS

Sirs:

Three cheers for your article, "Inches, Ounces, Seconds" (LIFE, Aug. 25). As former crew members of committee yacht *Mercury I*, we certainly enjoyed your story.

JOSEPH AND BERNARD MCKAY

Bar Harbor, Maine

Sirs:

In your interesting article you refer to the structural rules under which these yachts were built as "Lloyd's Sighting Rules, set up by the insurance company, Lloyd's of London." This is incorrect, the sightings being in accordance with those of Lloyd's Register of Shipping, an organization quite separate from the Corporation of Lloyd's.

In the case of the three new yachts, and the older *Fim*, the construction plans were first approved by Lloyd's Register in New York and the yachts were surveyed during their construction by the society's surveyors here.

W. J. ROBERTS

New York, N.Y.

● Lloyd's Register of Shipping, originally a record of ships sailing under Britain's flag, used to be published by the underwriters who met at Lloyd's coffeehouse in London. In 1834, Lloyd's Register became an independent organization. —ED.

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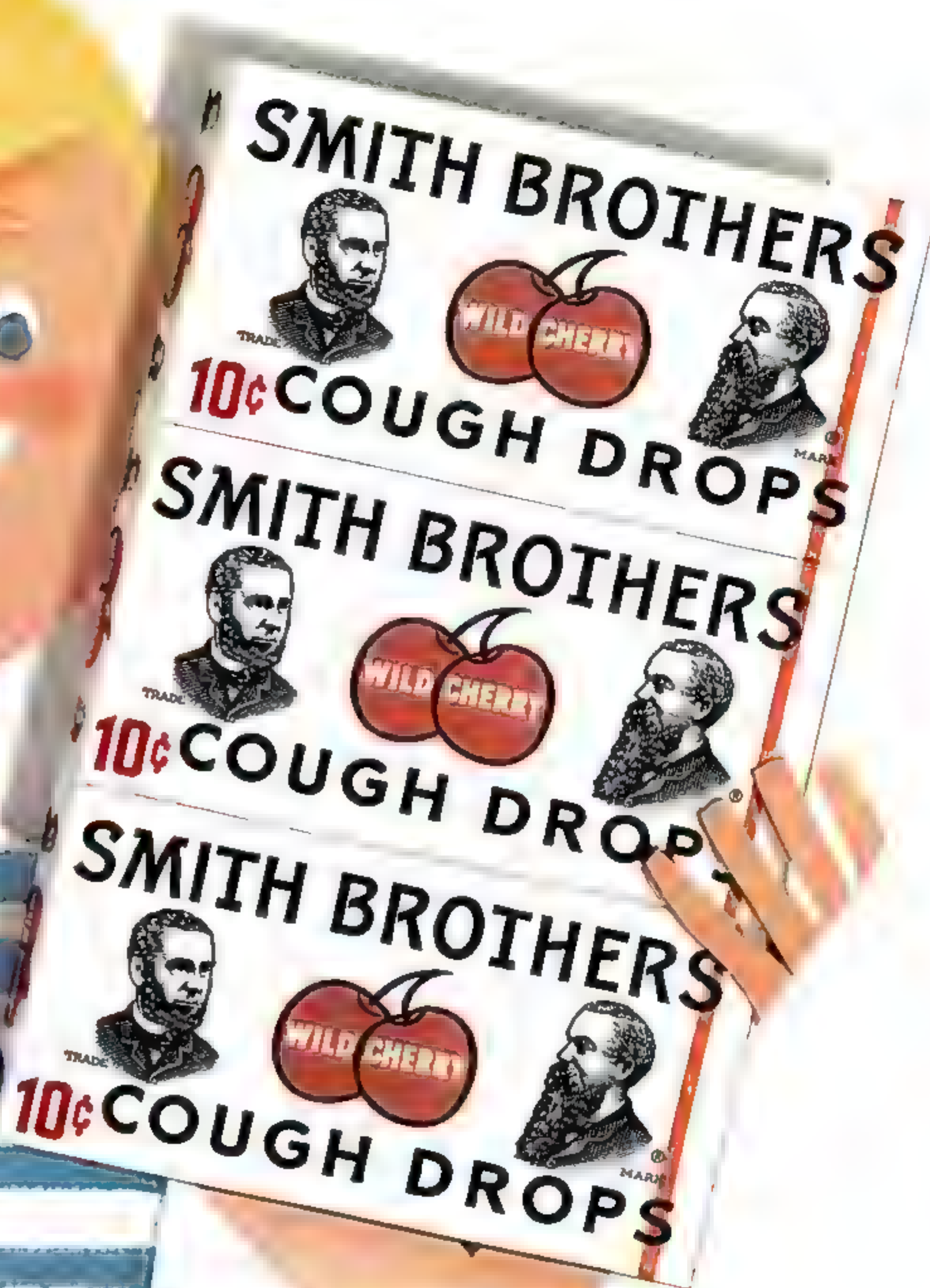
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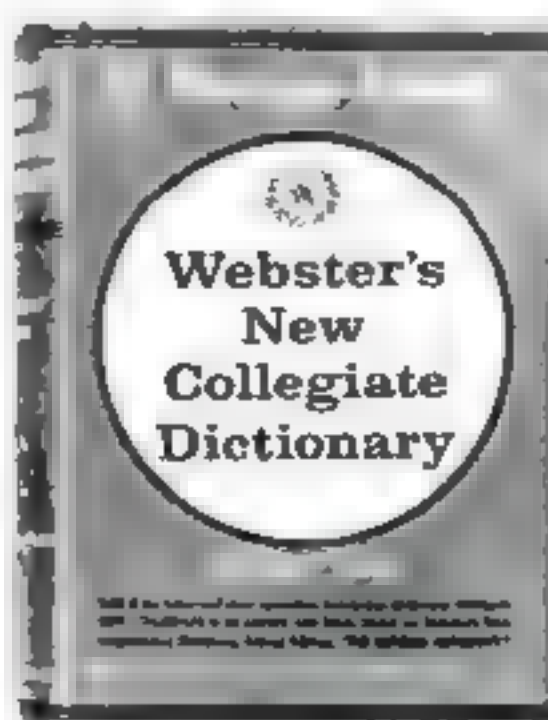


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# LIFE

Vol. 45, No. 11 Sept. 15, 1968



FROM LANDING CRAFT, JOHN DOMINIS' CAMERA PICKS OUT THE SHADOWY BULK AND SWAYING MASTS OF ITS NEARBY LSM MOTHER SHIP. THE TRACER STREAKS

## WARM WAR BECOMES HOTTER AS SHOTS ARE FIRED IN ANGER

## REDS TRY

Shots fired in anger seldom make much sense to the man on the receiving end. Nor did they last week to LIFE's John Dominis as, from a Chinese Nationalist boat, he took this picture of the Communist barrage against a convoy to the beleaguered island of Quemoy. "Our boat was pitching wildly, so that the tracers will not make a smooth arc on the film," Dominis cabled. But the "wavy lines running up and

down and back and forth," which Dominis described, did depict what it was like to be in the battle of Formosa Strait.

Dominis and TIME-LIFE Correspondent Jim Bell were aboard a convoy which tried to land 400 Chinese Nationalist reinforcements on the 60-square-mile island so close to the Red Chinese mainland that it had received 110,000 rounds of Red artillery fire in a fortnight. For

two nights running the convoy had tried to land and failed. This night they failed again, too, as debarkation began. Red gunboats attacked.

Only 11 correspondents and 20 Chinese troops made it. Bell reported: "Our coxswain made his own quick personal decision to execute a classical naval maneuver known as 'gittin' the hell outa here.' We made for a beach near the southeast end of Quemoy island.





OF COMMUNIST FIRE LACE IN FROM ALL SIDES TO FORM JAGGED PATTERNS. THE BRIGHT SPOTS AT THE LEFT ARE AIR BURSTS FROM COMMUNIST ARTILLERY

# A BLOCKADE AROUND QUEMOY

Far away the world worried whether the Reds, as Peking radio boasted, would really try to take Quemoy—and if the U.S. would intervene. Apparently testing American resolution, Peking declared a 12-mile limit. *Pravda* angrily declared that if the U.S. interfered, "they will get such a crushing rebuff that it will put an end to U.S. imperialist aggression in the Far East." President Eisenhower and Secretary

Dulles reaffirmed America's commitment to defend Formosa and "related positions," including Quemoy, and added that "troop dispositions" had been made to make intervention effective if necessary. But the U.S. was also ready to talk peace—and offered to negotiate with the Red Chinese in Warsaw immediately.

After three days Bell and Dominis were ferried out by a wave-hopping aircraft to bring

back this report. They found Quemoy's 50,000 civilians calm and its garrison of 90,000 confident of their ability to repel an invasion for which the Reds had so far shown no real stomach. But, Bell cabled, the island would eventually fall to the Reds by starvation unless the U.S. decided to protect its sea communications. Last weekend U.S. destroyers started doing just that on daytime runs to Quemoy.





BLASTING BACK AT REDS, CHINESE NATIONALIST CREW IN SANDBAGGED QUEMOY GUN EMPLACEMENT FIRES 105-MM FIELD PIECE CHINESE CHAPACT-RS



IMPROVING BUNKER on Quemoy, a Nationalist soldier scoops out dirt during a lull in Red shelling.



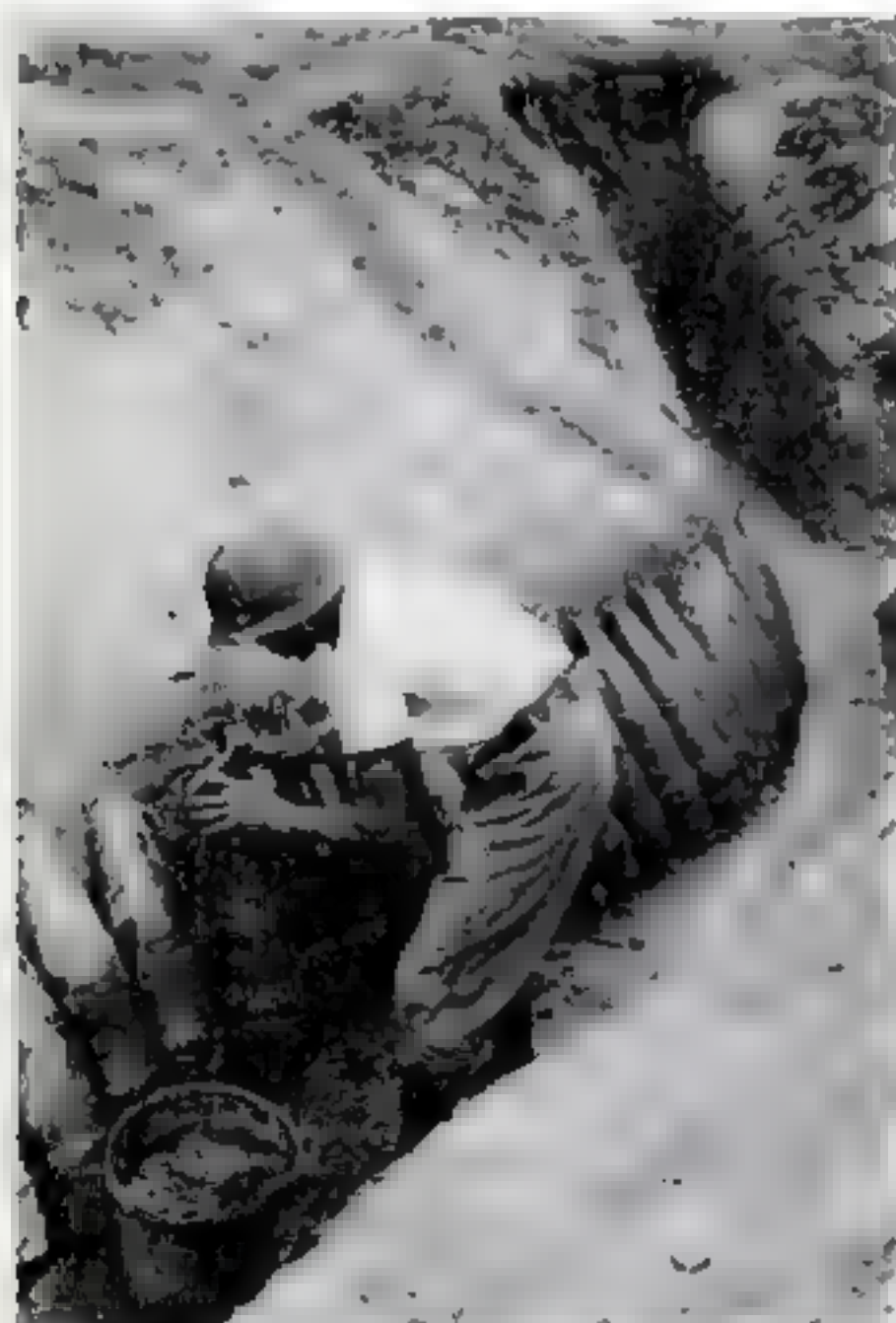
HEADING FOR QUEMOY, which most failed to reach since a Communist barrage broke up landings.

At least 100 Nationalist soldiers were killed in the attack on Quemoy, which the Reds are still holding.





**(TOP) EXPRESS DEFIANCE TO THE COMMUNISTS**



**CLEANING SHELLS.** Queen ox soldier wipes shell, and another soldier in trench of a gun on a recent



**INNOCENT BYSTANDERS** in battle go on living in town of Querax as a young Chinese girl holds

sleeping baby brother and other children wander in rubble with remnants from Communist shelling.





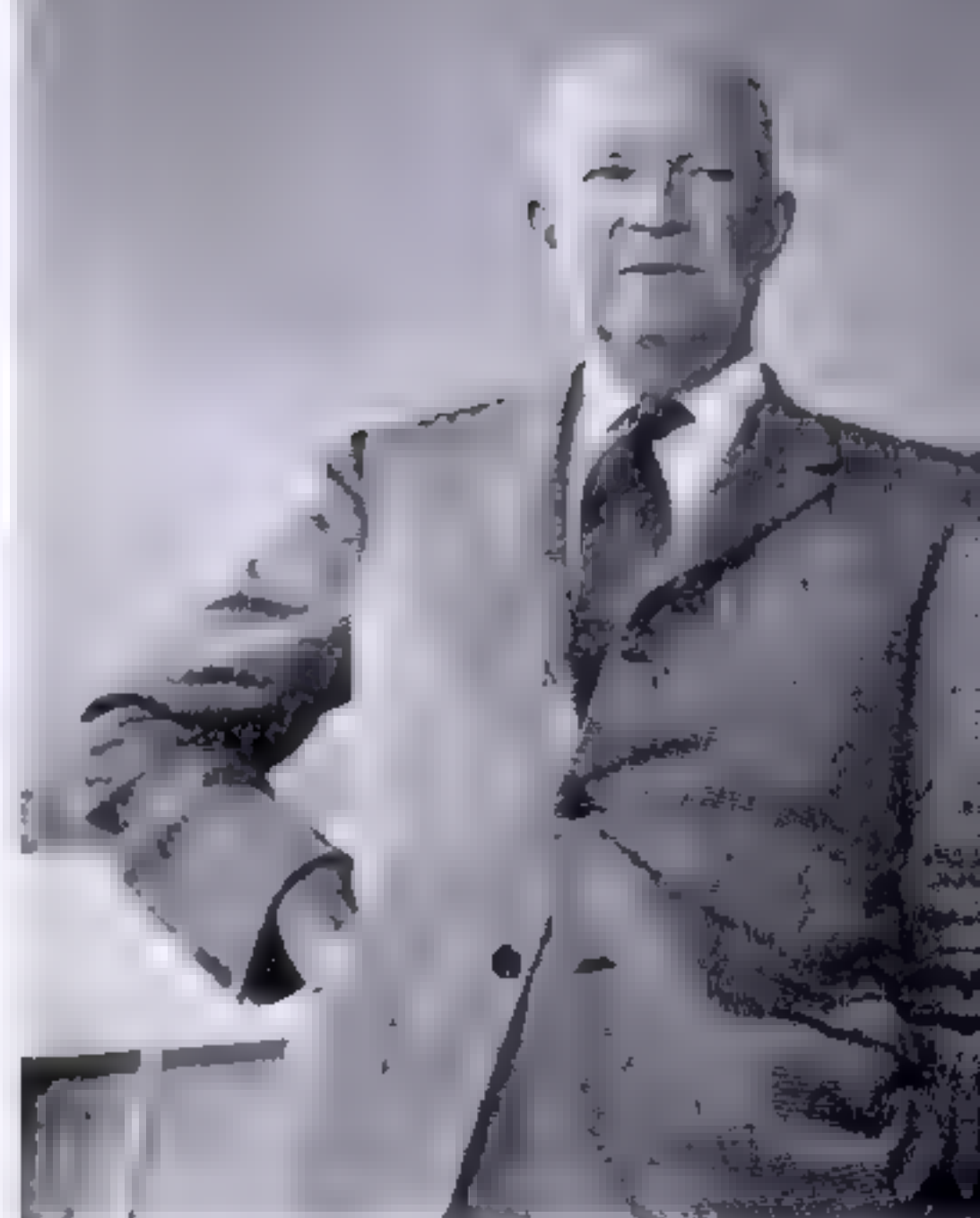
RED HIT ON RED CROSS, where anti-aircraft marks roof of main hospital on Quemoy is inspected

The Nationalist soldier, Chinese Communist captured army shells the 100 and 150 mm guns over Quemoy.



COMFORTING A VICTIM of shelling, a helmeted nurse tends Nationalist Wac in Quemoy hospital.

QUITTING QUEMOY, newsman in danger of Red shelling sprint to jeeps that will take them to safety.



U.S. CONCERN — over Quemoy, with Secretary of State Dulles after conference.







Chiang Kai-shek and his wife, Soong Mei-ling, at the White House in Newport, where they read the declaration of war against the Nationalists military backing.



**SOLEMN GENERALISSIMO.** Chiang Kai-shek bows during wreath laying at a shrine erected to the Nationalist Chinese war dead for Armed Forces Day ceremony in the Formosan capital of Taipei.





## AN ACCUSER'S EXPOSE



**HAMMING IT UP.** Herbert Stempel demonstrates technique he says producers told him to use to make *Twenty-One* more dramatic. Even if he knew an answer he wait then—this is a game he once gave it.



TO KEEP QUIZ SHOW AT A HIGH PITCH OF EXCITEMENT, WARM-UP MAN BARNEY MARTIN CALLS FOR

## TV QUIZ BUSINESS IS ITSELF

While some millions of quiz-crazed Americans were watching other folk guess the name of Lincoln's Vice President or the weight of a watermelon, the TV quiz business was staggering from one sudden rude jolt. Two famous quiz contestants testified that two popular shows were crooked. The participants, they said, were coached by producers to give the answers to questions. One show was abruptly shoved off the air. The New York district attorney started an investigation. The TV industry, to which quiz shows are a major source of business, rose

to its own defense. The public was sure that what it had assumed to be bright, clean fun was perhaps not so bright or clean as it looked.

A part-time nightclub comedian named Edward G. Robinson Jr. (who, right, once a stand-in contestant on *Donato*, started the fuss. He produced such convincing evidence that *Donato* was rigged that the Colgate-Palmolive Company withdrew as sponsors and the show was cancelled. Then a New York college student named Herbert Stempel took over. In 1956, billed as "The Human Univac," Stempel had





AUDIENCE APPLAUSE ON "TREASURE HUNT," WHICH GAVE CONTESTANTS \$9,155 IN PRIZES LAST WEEK

## QUIZZED ABOUT FIX CHARGES

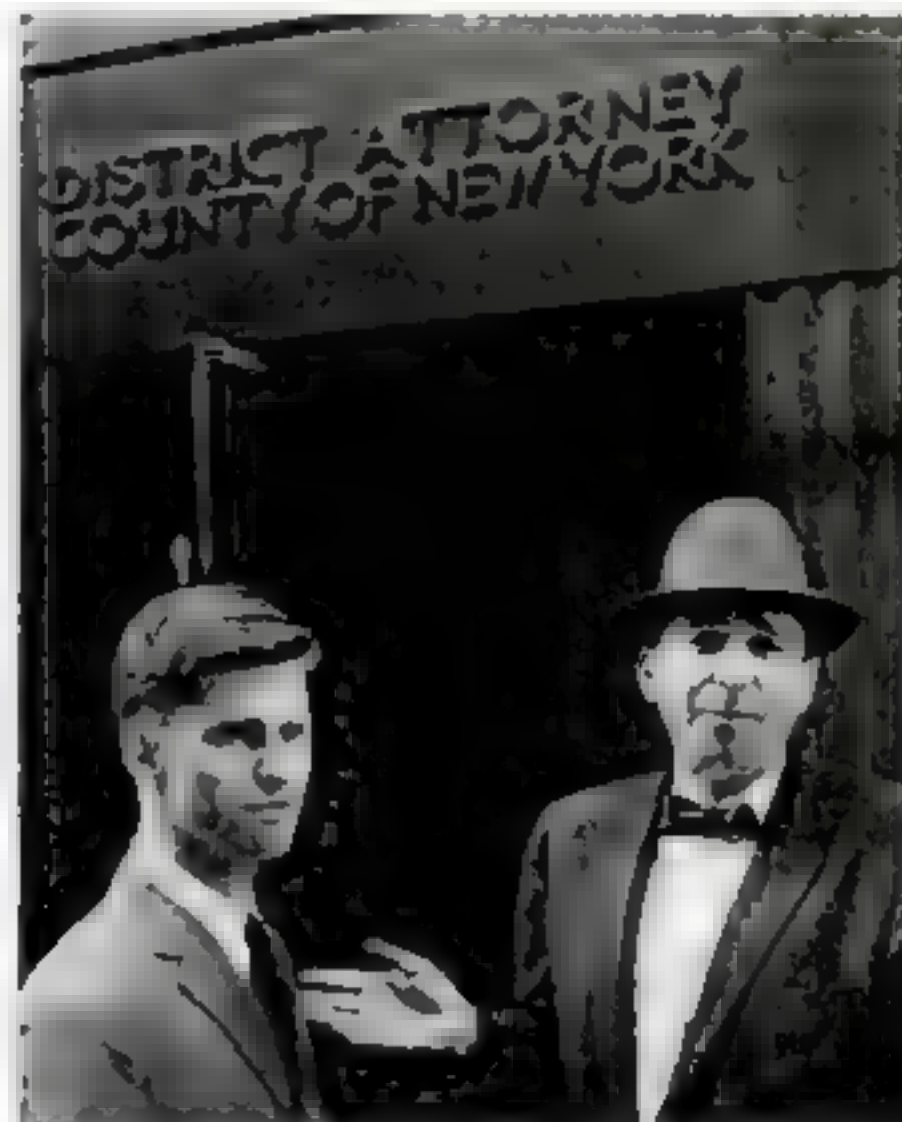
won \$49,000 on *Twenty-One* when he was defeated by Charles Van Doren. Stempel accused Dan Enright, a producer of *Twenty-One*, of having called him into his office and giving him answers to upcoming questions. Stempel also said that Enright had told him how to act (left).

Enright flatly denied Stempel's charges and accused Stempel of trying blackmail. Stempel spent more than 12 hours telling his story to the district attorney. He produced witnesses who claimed he told them in advance what questions would be asked on *Twenty-One*. And

he revealed that Enright had advanced him \$18,500 on his possible winnings before it was certain that Stempel would win any money at all. Enright admitted advancing the money but pointed out that Stempel was already so successful that this was a chance worth taking to keep the high-strung Human Univac happy.

Other winners came forward to insist that they had never been fed answers. But they and other people in the business knew that the shows were "controlled"—at least to some extent—in ways explained on the next page.

## CHARGES AND DENIAL



"DOTTO'S" DETRACTOR, Edward Hilgemeier Jr. (left), with his lawyer, was called by district attorney.



"21's" ATTACKER, Herbert Stempel (second from left), is besieged by press after questioning by D.A.



QUIZ SHOW DEFENDERS, Producers Dan Enright, Jack Barry, hold meeting to uphold 21's honor.



## BIG WINNERS OF THE PAST DISAGREE



**CHARLES VAN DOREN** won \$129,000 on *Twenty-One*. "Reports of fixing are vastly exaggerated. If Stempel was acting," he says, "I was completely fooled. I thought he was sweating as hard as I was."



**GEORGE WRIGHT III**, 16, of New York, won \$100,000 on *The Big Surprise*. "They gave me a lot of advice like telling me to act naturally," he says, "but they never gave me answers to any questions."



**BILLY PEARSON**, here on the *Jack Paar Show*, won \$170,000 on *The \$64,000 Question and Challenge*. "Revlon is too close to the shows," he says. "It would never allow its product to be jeopardized."



**ELFRIDA VON NARDROFF**, of Brooklyn, won \$220,500 on *Twenty-One*. "They were respectable and intelligent people," she says of others on show. "It is inconceivable they could have been fixed."



**ETHEL RICHARDSON**, of Los Angeles, won \$100,000 on *Big Surprise*. "Before the show we'd talk about everything I knew," she says. "Whatever I told them most about, the question would be about."

## 'CONTROLS' AND 'PLOTING' HELP

**O**N TV quiz shows the play is not the thing. What pulls people to their TV sets and holds them there is not the contest itself but the personalities of the contestants. Unless the contestants are appealing, the show fails. This simple fact has led quiz showmen to develop two skillful ways of insuring that the most attractive contestants stay on the show. These are known within the trade as "control" and "plotting."

Control enables the people running the show to govern, in varying degrees, the air-time destinies of contestants. Plotting enables quizmen to plan the pace and direction of a show, or series of shows, for maximum dramatic effect. As one veteran quiz show producer said last week, somewhat defensively, "After all, you can't produce a quiz at random."

All quiz shows are controlled to some extent, but this does not mean that all are rigged or that all contestants know what is happening. For there are three levels of control.

The first of these may be called "obvious" control. Once a supply of appealing people has been obtained, the quiz showman arranges their appearance before the camera in such order as to provide the greatest contrast and variety. A bright 12-year-old girl from the West Coast is followed by a bright 60-year-old man from the South, or a grim-visaged businessman is pitted against a pretty co-ed. They are coached on what to say during the brief interview that will introduce them to the TV audience. They may be supplied with little jokes. It may even be suggested that if they know the answer to a question right away, they pause to give added suspense. All this is merely showmanship, not dishonesty.

But when a show's director employs the second, or "unsuspected" level of control, the quiz program becomes an object of suspicion. Watching his amateur cast, the audience reaction and the show's rating with great care, a director may find that a certain contestant

elicits laughs, sympathy or heart throbs. Naturally he wants that contestant to stay on the show. If a contestant proves a dud on the air, the director wants him off at once.

A smart director can retain or drop any contestant without his knowledge and without actually indulging in overt skulduggery. The contestant's preliminary tests have provided an accurate picture of his education, intelligence and areas of special knowledge or ignorance. If the contestant has scored well on European architecture but is weak on Oriental architecture, the show can keep him on indefinitely by feeding him intricate questions about the Bauhaus style, then "dump him" (the trade term) by asking apparently fair questions about pagodas. Even when the questions are taken from an inviolate vault or safe, they had to be put there by the show in the first place.

This system is not 100% effective, but one TV showman has privately estimated that this kind of control works 70% to 80% of the time.

On some shows the dumping procedure has been cancelled in mid-program. A contestant who has been quietly slated for domination may suddenly come alive on what is supposedly his last appearance, drawing laughs or renewed sympathy from the studio audience. The director makes a split-second decision to keep him on and gives an unostentatious signal. The hard question which was going to dump the contestant is instantly changed to an easy one and he lives a little longer, still innocent.

What made the headlines last week was a third or "direct" level of control. The contestant is simply given the answers to the questions he is going to be asked. This can be done in a number of ways. As a veteran of daytime quiz shows admitted anonymously last week to *LIFE*,

"It's the half hour before air time that's the pregnant period. The producer or some other





**ROBERT STROM**, Bronx 12-year-old, won \$221,000 on \$64,000 *Question and Challenge*. His mother defends show: "I think meeting the boy speaks for itself about the authenticity of his winning."



**TEDDY NADLER**, the all-time top winner of TV quiz shows, won \$252,000 on *The \$64,000 Question and Challenge*. is still going strong on latter show. "They never told me a damn thing," says Teddy.



**HAROLD CRAIG**, Granville, N.Y. farmer, won \$106,000 on *Twenty One*. "Controls can fix the show," he says. "They can keep you as long as they want, get rid of you when they are ready."

## IN SHOWMANSHIP

by HERBERT BREAN

top guy on the show drops into the dressing room where the contestant is chewing his nails. The staff man explains that they ought to relax a moment. They talk—something like this:

**PRODUCER:** They tell me you like pop music.

**CONTESTANT:** That's right. I sure do.

**PRODUCER:** Have you heard that new tune Sinatra's recorded? My kid brought it home last night.

**CONTESTANT:** Sure. I think Sinatra's really good. And he's good in the movies too.

**PRODUCER:** He certainly is. After what he's done in films, he could go on as a movie actor without ever making another record.

"They will ramble on like that for 20 minutes, touching several different subjects. So pretty soon the contestant goes on the air and the question he gets is, 'Who won an Academy Award for his supporting role in *From Here to Eternity*?'"

"There are other ways," the quiz-show man went on. "Maybe the contestant is handed a certain book to read. Who knows if later in private someone tells him that Chapter Four is especially interesting? You don't need to do a lot of this, of course, for if your desirable contestant really knows a field, it isn't hard to pitch him stuff you know he knows."

But even the direct control system never envisions a contestant boldly writing his answers down. If this was done—as charged in the *Dotto* case—the quiz-show trade suspects either a spectacular goof or some complex kickback scheme. Any reasonably intelligent contestant can be cued by a few minutes' airy discussion.

Even so, slip-ups occur. A New York college graduate, temporarily turned cab driver, who appeared on *Dotto* shamefacedly admits to the following:

"After being a standby for a couple of weeks I actually got on the show. After the preliminary warm-up when they told me how to smile

and what to say when I was being introduced, one of the head guys sat down beside me in the special room they have to 'ease the tension' and began asking me what I thought were sample questions. The first couple were easy and I knew the answers. Then he said something about could I recognize TV stars, and I told him I never look at TV. He said, 'Oh come on, you'd know a guy like Garry Moore, wouldn't you?' I'd hardly heard of Garry Moore and he said something about Moore having a crew cut and mentioned several features of his appearance. But I wasn't paying much attention because I felt a little flustered.

"Well, we went on the air and they asked me these questions, exactly the same ones in exactly the same order. Then those little dots came out and they gave me clues to the picture, and it began to dawn on my small, ape-like mind that I'd been coached by this TV guy. And I'd forgotten his name. I froze, and finally one name came to me, so I said it: 'Jack Paar.' The M.C. did a sort of double-take and said 'Oh, we're awfully sorry but you're wrong.' He slid over it very smoothly. They handed me a big box of soap and I left."

"Plotting" is quite different from the various levels of control. It consists of arranging the entire tempo of the program, allotting time to the contestants in accordance with their attractiveness and having first one and then another forge ahead in such a way that the show ends in a climactic burst of excitement.

Herbert Stempel claims that for plotting purposes contestants are divided into three categories: lambs, patsies and champions. A lamb is a relatively insignificant contestant whose only function is to serve as a brief lull between two more highly charged contestants. The patsy, says Stempel, is an able contestant who does not have all the qualities of a champion but nevertheless is a worthy opponent, good

for a couple of shows. A champion, of course, is the bigtime winner, a likable personality who stays on a long time and hikes the ratings.

Good plotting makes certain, on some shows at least, that few contestants lose on the very first question. It is more suspenseful if even a lesser contestant wins two or three times before going down. To have several contestants lose on the first question in succession would be simply awful plotting. Some people feel that it is good plotting to try to have a fairly successful winner lose on an easy question. This flatters the ego of the viewer who may know the right answer.

Producers of the big quiz shows swear to a man that aside from carefully choosing both the contestants and the questions they do nothing at all to affect the course of action. The majority of quiz contestants interviewed by *LIFE* this week feel that they were well treated and saw no evidence of dishonesty. One quiz showman estimates that three out of five of all contestants on all shows are never given help, either unsuspectingly or directly.

The whole question of rigged shows may be answered sooner or later in a court of law. At present no one seems to be sure whether any law has been violated at all. Lawyers say that if it could be proved that answers were sold to a contestant in advance, it might constitute commercial bribery. Conspiracy to defraud is another possibility. There is a slight chance that if money were obtained under false pretenses, it might be grand larceny.

Quite aside from legal technicalities, the networks and quiz-show producers are afraid that disenchanted viewers will stop watching contests that they have reason to suspect. In fact the problem is even more serious than that. Long before the *Dotto* scandal the quiz-show ratings had been dropping steadily, and it had become apparent that—honest or dishonest, rigged or unrigged—far too many quiz shows had been around for far too long.





GEORGIA NICHOLAS HOWLS OVER \$397 IN PRIZES ON "WIN WITH A WINNER"

## BUT ZANY SHOWS GO ON AND ON

With the going rougher than ever, the almost three dozen quiz and giveaway shows that now take up 50 hours of network time a week are shoveling out prizes desperately. Last week nearly \$300,000 was given away, the bulk of it in merchandise which when traded in brings far less cash than announced value. Many quizzes rely heavily on zaniness both in tasks they give contestants and prizes they offer. They also attract audiences by stirring up spectators' aversion with mountains of loot, not by stirring up their minds with interesting questions. On *Win with a Winner* last week 100 contestants mailed so many questions they lost a theoretical \$500 but were given \$800 in prizes anyway. And the engaged pair (below, right), won a bridal gown by completing this series, "Old, new, borrowed, -"



**WATERMELON WINNERS** on *Play Your Hunch* were Kenneth and Paula Young. Pair got it and other loot after making closest guess of melon's weight.

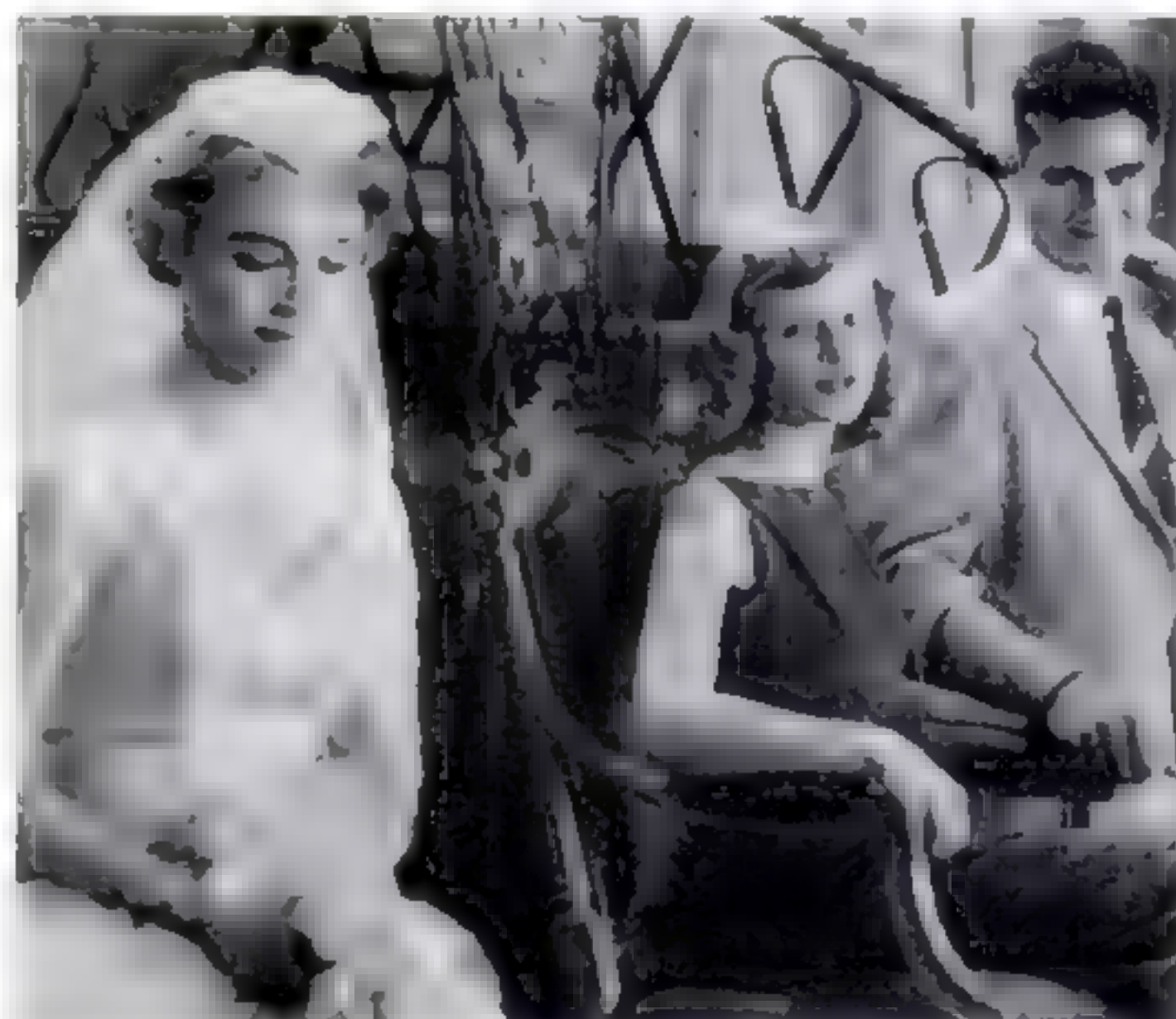
## QUIZ FIX QUIZ CONTINUED



**PRIZE DRESSES**, worn by models, were won on *Huggis Boggy's* show by contestant who identified an oversized photo of celebrity. Dresses are worth \$1,000.



**STAGE FULL OF TOYS** offered on *Bid 'n' Buy* had 365 playthings, including pony. But no contestant was smart enough to solve an easy riddle and take prize.



**GOWN FOR BRIDE** is eyed by winner Loretta Barthing seated next to her fiancé, Jose Alvarez. She will wear prize at her November wedding in Maple Shade, N.J.





**STILTS FOR A WINNER** are showed off by Sam Collins before they are given to *The Price Is Right* contestant Virginia Lippel (second from left at table). To

win them Mrs. Lippel made the closest bid (\$1,000) to value of the antique ant car at right. She got the car and stilt along with more than \$10,000 in other prizes.





**EMBATTLED NEGRO**, whose apartment windows had been smashed by whites, arms herself with ax.



**WHITE "TEDDY BOYS,"** WITH GIRLS AND SMALL BOYS, CHARGE THROUGH NOTTING HILL STREET DURING



**POLICE REINFORCEMENTS**, with Alabian dogs trained for riot duty, converge on the Notting Hill

meets spot in third day of riot. Police are young men, only shorts and dogs a crowd to stop.



# RACE RIOTS IN AN ODD PLACE

In Britain festering anger at Negro migrants breaks into conflict

The ugly sights of racial antagonism in action have grown depressingly familiar in a world which is often all too eager to castigate the U.S. for propagating them. But last week these familiar scenes were being played upon an unfamiliar stage, the streets of British cities. Riots between Negroes and whites raged repetitiously in London and Nottingham, breaking out again and again despite the efforts of emergency concentrations of police.

Britons had long thought themselves comfortably immune to racial conflicts. But the seeds of last week's sudden violence had been quietly sprouting for a dozen years. In that time the British Commonwealth areas of the West Indies and Africa, Pakistan and India had poured an estimated 200,000 job-seeking non-white immigrants into England. As citizens of the Commonwealth these newcomers were subject to no immigration restriction.

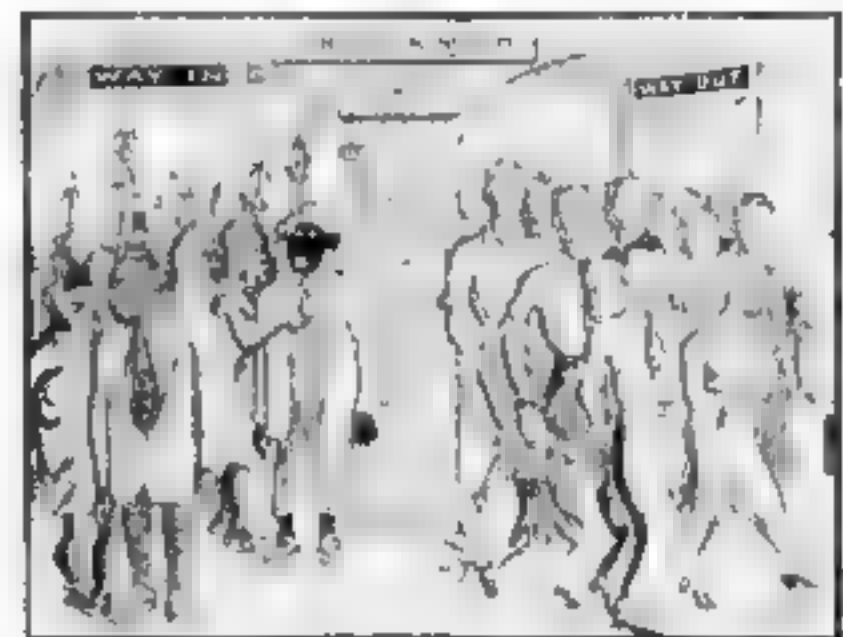
This was Great Britain's period of full employment and the immigrants had little trouble finding work, though the jobs they got were mostly menial and unskilled. It was also the period of "sleeping prejudice" when Negroes half-derisively referred to whites as "Jumbles" (spelled J-o-h-n-b-u-l-l-s) and were themselves called "Spades." The nonwhites found it almost impossible to obtain good housing and soon nonwhite ghettos were growing up.

Then came the recession. In this year's sudden scarcity of jobs, nonwhites were hit first and hardest by layoffs. But there grew up among whites a brooding, potentially explosive resentment against the Negroes. This was skillfully fanned by fascists led by Sir Oswald Mosley, Hitler's old admirer.

The first explosion came in Nottingham. There, after several Negroes were beaten by

## TAKE ACTION!

- Protect Your Jobs—Stop Coloured Immigration
- Houses For White People, Not Coloured Immigrants
- A Square Deal For The Negro In His OWN Country



POSTER ATTACKS NEGROES DISPLACING WHITES

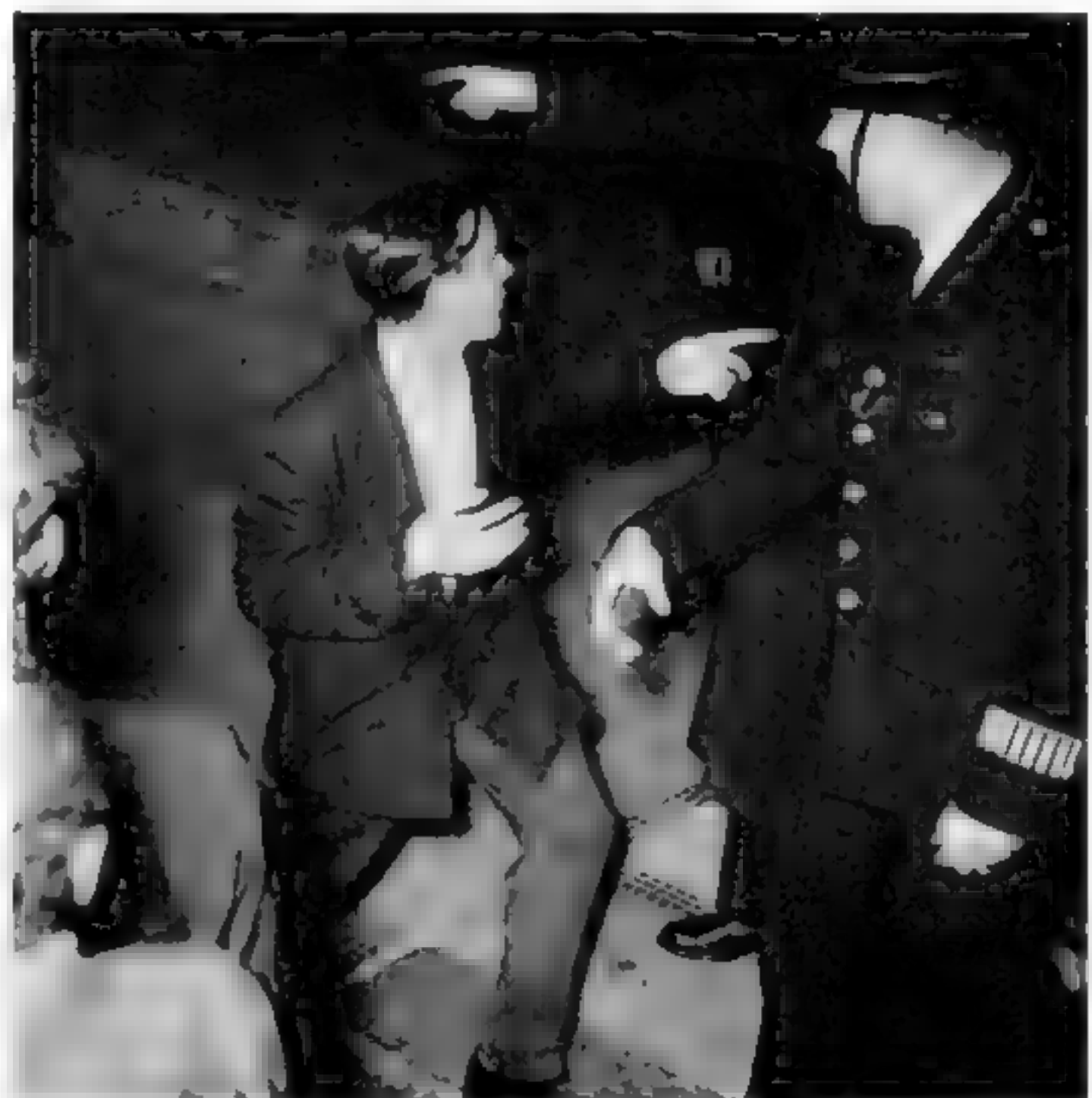
white toughs, gangs of armed Negroes provoked a 1,000-man melee with the whites. The trouble spread to the London slums of Notting Hill where for four consecutive nights whites and Negroes fought with their fists, knives, bicycle chains, axes and Molotov cocktails. Police diligently rounded up both Negro battlers and the white juvenile delinquents the British call "teddy boys." While the government warned that rioters could expect "the utmost strictness," other responsible voices soberly called for immigration restrictions, a drastic step offensive to much of the British Commonwealth.



RIOTING WITH THE AREA'S NEGRO RESIDENTS



**RABBLE ROUSER** Jeffrey Hamm, secretary of Oswald Mosley's Union Movement, shouts anti-Negro speech in Notting Hill to audience well packed with kids.

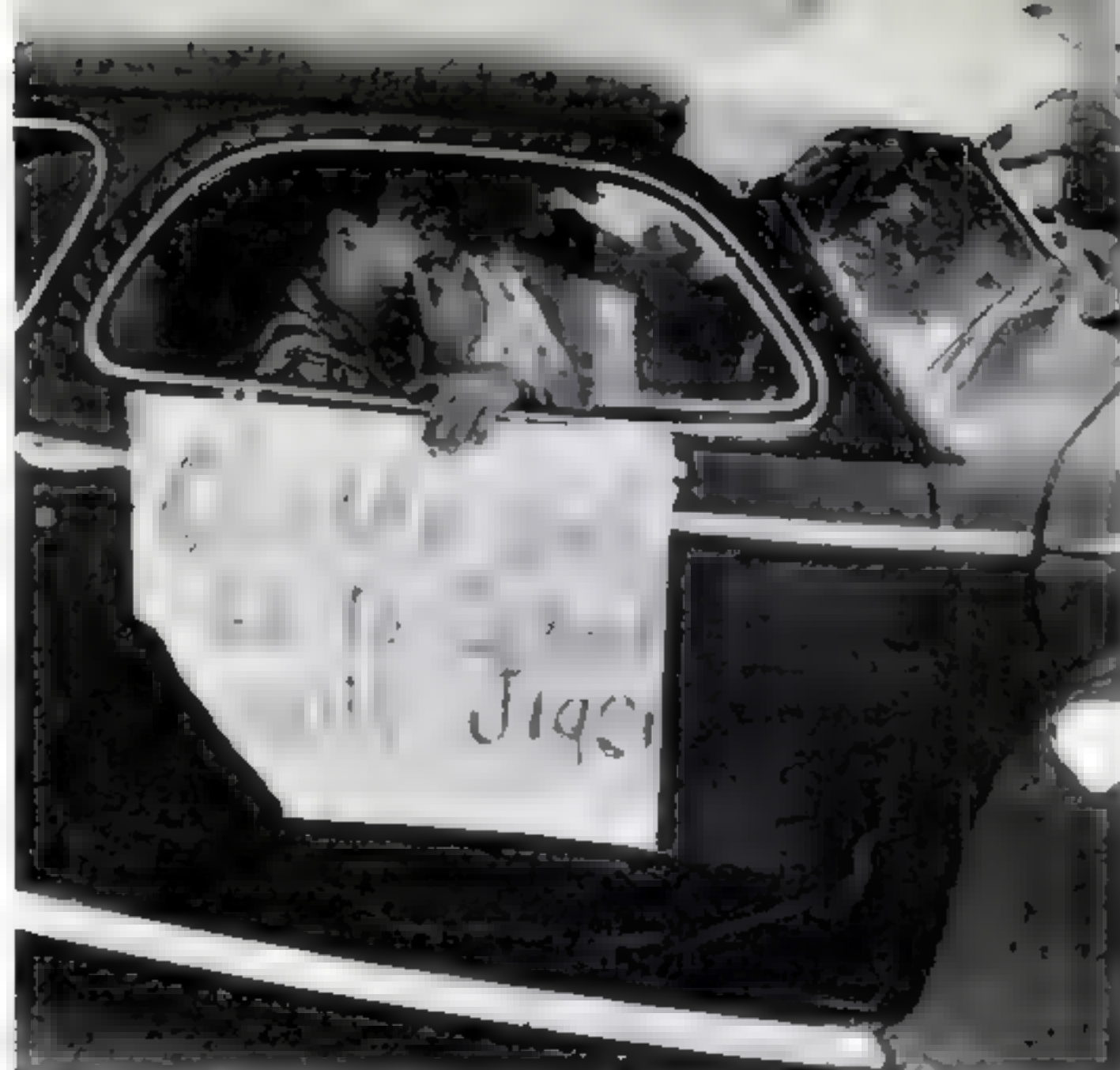


**DEFIANT "TEDDY BOY"** argues as policeman orders him from scene where white gang chased Negroes, yelling, "Let's get the blacks." He did what cop said.





**IN MONTGOMERY, ALA.** the Rev. Dr. King is manhandled at police headquarters. He refused to pay \$14 fine but police commissioner paid it to end incident.



**IN VAN BUREN, ARK.** white students display racist sign seeking to drive 13 Negroes from school. Some 50 whites—out of nearly 600 enrolled—were involved.



**IN CHARLOTTE, N.C.** Girvaud Roberts, 14, only Negro at Piedmont Junior High School, approaches white students who accepted her without incident.

## IN THE U.S., MOSTLY QUIET

### Integration goes on—but with ugly incidents

In the same week when race riots were erupting in Britain (*preceding pages*) the U.S., braced for back-to-school unpleasantness, was having a nervously quiet time. In Van Buren, Ark., where school integration went off smoothly last year, white students seized upon the example of Little Rock to flaunt scurrilous signs (*above*) and threaten a student strike. There was a related bit of ugliness in Montgomery, Ala., where the Reverend Martin Luther King, the organizer of passive resistance in the successful boycott of segregated buses, was arrested—and then roughed up—for "loitering."

In other parts of the South school integration went off better than expected. North Carolina, beginning its second year of integration on an admittedly small scale, mixed white and Negro children in Charlotte and two other cities without incident. In Fulton, Ky., where parents and pupils had prepared for the event since last fall, Sept. 2 was just another first day of school. But Little Rock and Virginia, focal points of the integration issue, were ominously calm—mainly because schools involved had not started. The state legislatures had armed Governors Faubus of Arkansas and Almond of Virginia with powers to close the schools if there was no other way out. And both governors were plainly awaiting the Supreme Court's ruling in the Little Rock school case, expected this week.

**IN FULTON, KY. THE FIRST ATTEMPT AT INTEGRATION IS ACCOMPLISHED PEACEFULLY AS NEGRO STUDENTS FILE PAST WHITES ON THEIR WAY INTO HIGH SCHOOL**







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# 'THE SOUL OF CHINA'

## AMERICANS NOW NEED TO KNOW MORE ABOUT IT AND HERE IS A HELPFUL BOOK

Since Red China last disturbed world peace in the Formosa Strait (September 1954), its population has grown by about 50 million—the equivalent of another Italy. Critics of U.S. nonrecognition policy often accuse our government of "ignoring" this fast-growing one-fifth of humanity. This charge is nonsense; we have been not ignoring Red China but resisting it, with one of the clearest and firmest diplomatic policies we have. That policy may lead to war, but it is carefully calculated as less likely to do so than any other. Certainly ignorance did not frame it.

Yet ignorance does loom frighteningly large in the U.S.-China picture. A nine-year news blackout in Red China is serious enough; what may be even more serious is Western ignorance and lack of curiosity about Chinese history, civilization and character. Fortunately there is a recent book that helps to fill the latter vacuum. In less than 300 pages, *The Soul of China* by Amaury de Riencourt (Coward-McCann) draws a brilliant portrait of the Chinese people, their feelings, beliefs, culture and relation to the world, past and present.

Of the many rich insights in this book, the most important are those that emphasize the profound differences between China and the West. For example, the West sets great store by personal liberty derived from abstract principles. This is "a wholly un-Chinese concept"; the Chinese have always set greater store by social conformism and cooperation. Also their logic is not like Græco-Western logic, any more than their music or grammar is like the West's. In place of a Western taste for abstractions and theory, they have a deep sense of the patterns and meaning of human history. Instead of personal salvation or fulfillment, they see life's purpose as "the securing of an honored place in the harmonious procession of historical personages" (hence ancestor worship). The enormous biological vitality of the Chinese has enabled them to absorb half a dozen invasions from without and to thrive equally in the cold north and hot south of their enormous land. Instead of a war on nature, they have conducted a race-long love affair with nature (though not with God: "no civilization has been so consistently irreligious as the Chinese"). Isolated for millenniums by sea and mountains, they have been slow to develop any sense of other people; to the Chinese, China has been the universe rather than a nation, and although they know "all men are brothers" (the title of a great Chinese novel), they also tend to think of all men as Chinese.

The vital culture that produced the great Chinese philosophers—notably Confucius, whose ethics made society harmonious, and Lao-tze, who harmonized the individual with nature and art—this vital culture crystallized into an imperial civilization two centuries before Christ. At that time the old codes of harmonious behavior were changed by the court "legalists" into a set of ruthless rules, enforced by death and torture. Later dynasties came and went, good and bad; but the civilization had long since petrified by the time the impact of the West began to destroy it in the 19th Century. This was a fatal blow to everything the Chinese had felt and believed for 3,000 years.

Naturally they looked to the West for some unifying moral principle to replace the Confucian maxims, some philosophical concept which would clue them into the 20th Century and a national rebirth. According to De Riencourt, they got a pretty dusty answer. Of Western missionaries, the Franciscans and Dominicans undermined the Jesuits and the Protestants quarreled with them and each other. Our businessmen

and statesmen exhibited an unmissionary avarice and hypocrisy, while our philosophers—De Riencourt singles out the Peking lectures of John Dewey and Bertrand Russell 1919-20—displayed a blind misconception of the Chinese need and "virtually abdicated in the name of Western civilization all real influence" on China's future. De Riencourt is perhaps too flip about the long Western effort to reach the soul of China, but there is no doubt that it was discordant and hence self-defeating.

This failure was the more ominous, if De Riencourt's reading of the Communist conquest of China is correct. The State Department, in its most recent policy summary, justifiably expects that Communism "one day will pass" from China and believes that a tough U.S. policy will "hasten that passing." Yet Communism is not just another invader from the north, doomed to biological absorption. Its route to power, says De Riencourt, "conformed dramatically and often gruesomely to the basic urges of Chinese psychology which the West had chosen to ignore." Red China is not a new China but a throwback; not revolution but counterrevolution. The ancient Chinese need for a single clue to history and a unifying philosophy is supplied (albeit spuriously) by Marx's dialectical materialism. The old Chinese sense of a universal boundary to their society is answered by the global claims of Communism. The Communist party elite is like a new set of mandarins and Mao is like a new Son of Heaven. Even book burning and brainwashing are indignities with which the Chinese were anciently familiar. The conformism and collective progress which they have always considered paths to happiness are now ruthlessly imposed on them exactly as "legalists" imposed them 2,200 years ago.

Some of these analogies seem rather too neatly tailored to De Riencourt's own philosophy of history, which is a cyclical and fatalistic one like Spengler's as expressed in *The Decline of the West*.

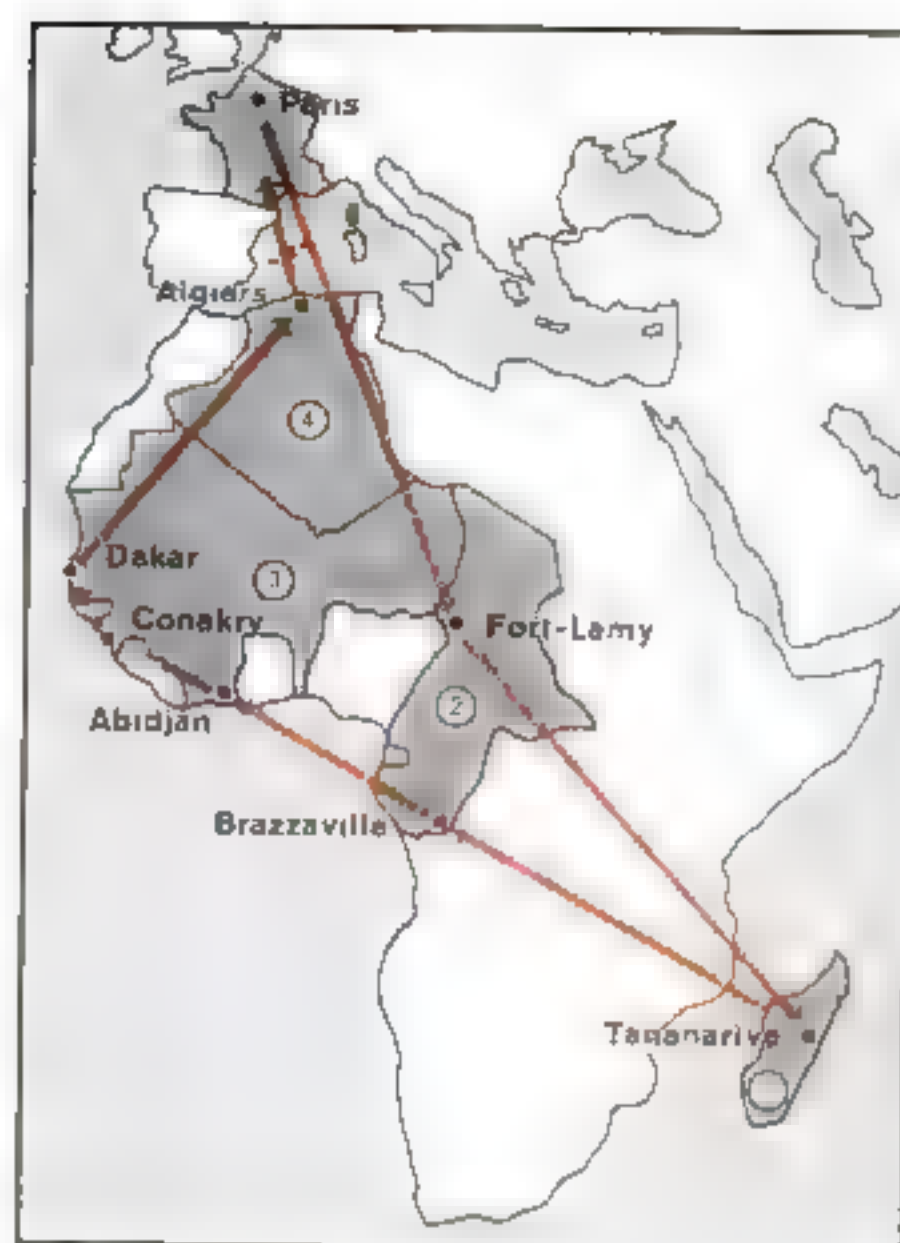
But at least De Riencourt has a philosophy of history, and without one no grasp of China's is possible. He is far from implying that the Chinese wanted Communism, or that its ersatz and barbarous "harmony" is any real answer to China's past or present needs. But he does claim that Communism represents the natural completion of another minor cycle in China's long history, and that "Red China is a more up-to-date, more ruthless, more efficient version of what the Celestial Empire had been for thousands of years." And its fearsome unity is reinforced by a new and deep hatred of the West for precipitating the old empire's destruction.

There is much to disagree with in De Riencourt's book but much to be taken very seriously. The truer his analysis, the more stupendous seems the task of achieving any kind of peaceful understanding with these 650 million enslaved people. De Riencourt omitted the chapter which might tell us how to go about it. Obviously the basic drives of Chinese psychology, which created one of the most magnificent civilizations in history, are drives with constructive as well as destructive potential. Certainly their dreams of world brotherhood, philosophical unity and social harmony are shared by all men, even in the half-Promethean, half-Christian and philosophically atomized West. But, says De Riencourt, "The West must speak with one voice, strike with one arm, and face the fact that the contest is going to last for generations and take place at all levels." We will have to come a lot closer to articulating and believing our own dreams if we want to influence the destiny of China.





Free French from World War II and worship the general. One tribe has an image of him as a god.



# A GREAT TREK BY DE GAULLE

## He stumps Africa and comes home to sell voters on new constitution

For 10 grueling days, over a 13,000-mile route (above), Premier Charles de Gaulle carried his fight to make France great again through his country's vast remaining but restive colonial empire in Africa. De Gaulle hit the hustings to persuade 42 million French citizens of the territories to vote "yes" in the empire-wide referendum on a stronger French constitution on Sept. 28. Also De Gaulle used his trip to spell out a hopeful new colonial policy.

The African territories have a choice. De Gaulle told them flatly, between "association or secession." If they voted for the new constitution, they would remain tied to France but would get greater powers of self-government. If they voted "no," they would become independent on the spot—and lose the nearly indispensable economic aid that France provides.

Thus hard alternative led some Africans to charge "blackmail." In Dakar, Red-led leftists drowned De Gaulle out with catcalls. But the general's realism, which recognized both that France had to grant more political freedom and that the colonies still had to have French help, appealed strongly to most moderate Africans.

Back home De Gaulle launched his domestic campaign for the referendum with a speech in Paris (p. 39). He explained that the constitution would greatly strengthen the hitherto flabby French executive and that it would curb the unruly assembly that had so long paralyzed the Fourth Republic. The constitution seemed likely to win and usher in the Fifth Republic, with De Gaulle as first premier or first president.





**ENCIRCLED BY DIGNITARIES** at Brazzaville in French Equatorial Africa. De Gaulle stands before residence of French governor general where members of

the local corps *constitué*—judges, soldiers and politicians who rule in the territory—came to greet him. Lined up under palms is governor's personal honor guard.





**ROYAL WELCOMER**, Prince Adingra, ruler of Agnons tribe, waits with court to greet De Gaulle in Ivory Coast capital of Abidjan. Golden stool is symbol of

royalty. Adingra refused to bow to Vichy in 1940, fled into the forest, still refers to himself in his letters to De Gaulle as "the first resistance leader in Africa."





**CAMPAIGNING BACK HOME.** De Gaulle duplicates huge "V" sign above him after speech in Paris' Place de la

République. Having formally presented his constitution to French people, he then led singing of the *Marseillaise*.

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## **GIVES YOU UP TO 43% HIGHER FILTRATION!**

One independent laboratory after another confirms that Hit Parade with its radically new filter filters *best of all leading filter cigarettes*. For example, a recent report by Froehling & Robertson, Inc., dated June 20, 1958, proves conclusively that *Hit Parade gives up to 43% higher filtration than the nine other leading filter cigarettes*.

And in Hit Parade you get a wonderfully free and easy draw, and the *full* flavor of *fine* tobacco—the kind The American Tobacco Company is famous for. Buy a carton today. You're entitled to the best!

...and the  
best taste, too!



© A T C O    Product of The American Tobacco Company—"Tobacco is our middle name"





**FRENZY OF FACE-FIXING** occupies the Miss America candidates in dressing room before a judging. In right foreground Miss Oklahoma, wearing a paneled

gown, talks with Miss Pennsylvania. Miss Oklahoma, 18-year-old Anita Bryant, placed third in the contest, had been an Arthur Godfrey *Talent Scouts* winner.

## M, I, DOUBLE S, I—IT NOW SPELLS MISS AMERICA

Once upon a time the Miss America pageant was a simple business of deciding which of several dozen eminently fair maidens was the fairest of them all. If she could also do a headstand or play the musical saw—a talent not uncommon in Mississippi—no one cared. But that was long ago and now the girls are also judged for poise, personality and talent. Last week 52 poised, personable and talented young women representing Alaska, Hawaii, Canada,

three cities and 46 states turned up in Atlantic City. It was all as solemn as a board of directors' meeting, somebody complained, but this was an exaggeration.

First things still came first, no matter what, as shown by the prebattle primping and the bounding through the surf. But the girls did have to sit, demurest faces forward, through breakfasts at which the judges rated their personalities. They put on three-minute displays

of talent—archery, ballet and poetry recitation—which one benumbed witness likened to "a nightmare audition." They did get around to parading in bathing suits, and the field narrowed to the Misses California, Iowa, Mississippi, North Carolina and Oklahoma.

Then there was just the miss from Miss. As the new Miss America, she will earn up to \$70,000. She sings and dances. She does not play the musical saw, but she is very, very pretty.

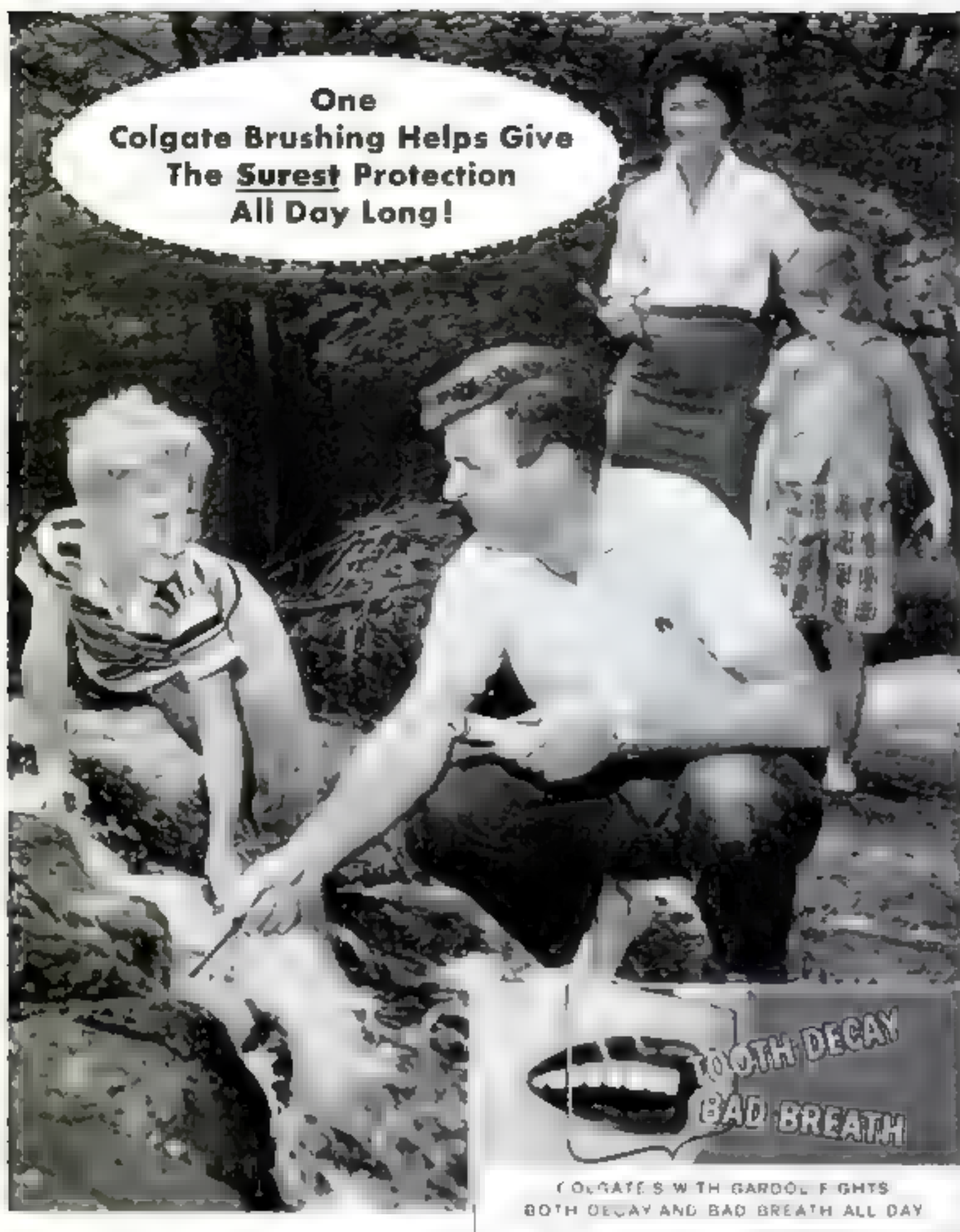
**TOP CONTESTANTS** (clockwise from Atlantic City, left to right) Misses California (Sandra Lee Jennings, 18), Indiana (Anita Marie Hursh, 19), Connecticut (Billie

Joye Turner, 20), Massachusetts (Patricia Harding, 20), Mississippi (Mary Ann Mobley, 21), Missouri (Marjorie Ann Critten, 19). Miss California was fourth.





One  
Colgate Brushing Helps Give  
The Surest Protection  
All Day Long!



COLGATE'S WITH GARDOL FIGHTS  
BOTH DECAY AND BAD BREATH ALL DAY

# FIGHT TOOTH DECAY WITH COLGATE'S WHILE YOU STOP BAD BREATH ALL DAY!

Brushing for brushing, it's the surest protection ever offered by any toothpaste! Because of all leading toothpastes, only Colgate Dental Cream contains Gardol!

**FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY—  
WITH JUST ONE BRUSHING!**

Colgate Dental Cream with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes,\* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights decay all day . . . helps stop decay with just one brushing! One Colgate brushing stops mouth odor all day for most people, too!



CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH



THE NEW MISS AMERICA, Miss Mississippi, 21-year-old Mary Ann Mullis of Brandon, strides through swimsuit competition. A senior at the University of Mississippi, she was National Football Queen in 1955. She is 5'6" tall, a trim 34½-22-35, wants to be an entertainer and her favorite color is pink.





# SATELLITE®

BALL PEN

**\$1.95**

**Writes up to 2 years  
without a refill!**

Giant Tele-Gauge® Refill—transparent so you can see how many months of writing are left.

New writing fluid—Colorescence®—concentrates twice as much color as ordinary ink.

Writes longer, writes smoother!

Can't clog, skip, blur or leak!

Jewel-smooth Crystalloy ball makes writing effortless.

IN ATOMIC RED, STRATOSPHERE BLUE, JET BLACK, JADE GREEN ▶



Scripto's colorful "Pen and Pencil Department" on the counter of your favorite store carries a complete assortment of Scripto pens, pencils and ball pen refills, plus leads and erasers.



**SCRIPTO Pens and Pencils—the best in writing at any price!**

## SUPER DOLLAR BALL PEN

Out-writes other brands of ball pens even at twice the price.

**\*1.00**



## SCRIPTO HI-FI BALL PEN

Retractable, refillable pen—finest at this low price.

**29¢**



## SCRIPTO MECHANICAL PENCIL

Most popular self-sharpening pencil in the world.

**29¢**



## SCRIPTOMATIC BALL PEN

Press-top retractable. Refillable. Unbeatable at

**39¢**





"Head of the  
Bourbon  
Family"



It takes  
more than  
more money

People of good taste realize that the prestige of a truly great Kentucky bourbon like Old Grand-Dad goes far beyond its premium price

How reassuring to know this, as you welcome your friends with this finest of all bourbons

How sensible it is, then, to pay a few extra cents per glass for Old Grand-Dad — you get back so much more in pleasure and prestige!

**OLD GRAND-DAD**

KENTUCKY

Straight from Kentucky —  
a truly American whiskey

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND DAD  
DISTILLERY CO. FRANKFORT, KY • DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY



MOVIE

## Liz Plays Cat on Hot Tin Roof

Elizabeth Taylor, lovelier than ever, is in the movies again. She plays Maggie Pollitt, the cat, in MGM's version of Tennessee Williams' *Cat on a Hot Tin Roof* and she does it extremely well. She even makes herself believable as a rejected wife determined somehow to win back her cold and hostile husband. The movie includes mordant details of the play, such as the husband deliberately ruining his life because he thinks his wife drove a friend to suicide; his father facing death by cancer; the grubby plots of money-hungry relatives gathered about the dying titan. But, as in the play, the ending is warm and, for Maggie the cat, full of hope.



CONTINUED

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# New Medicated Powder! Stops more irritations ...more effectively



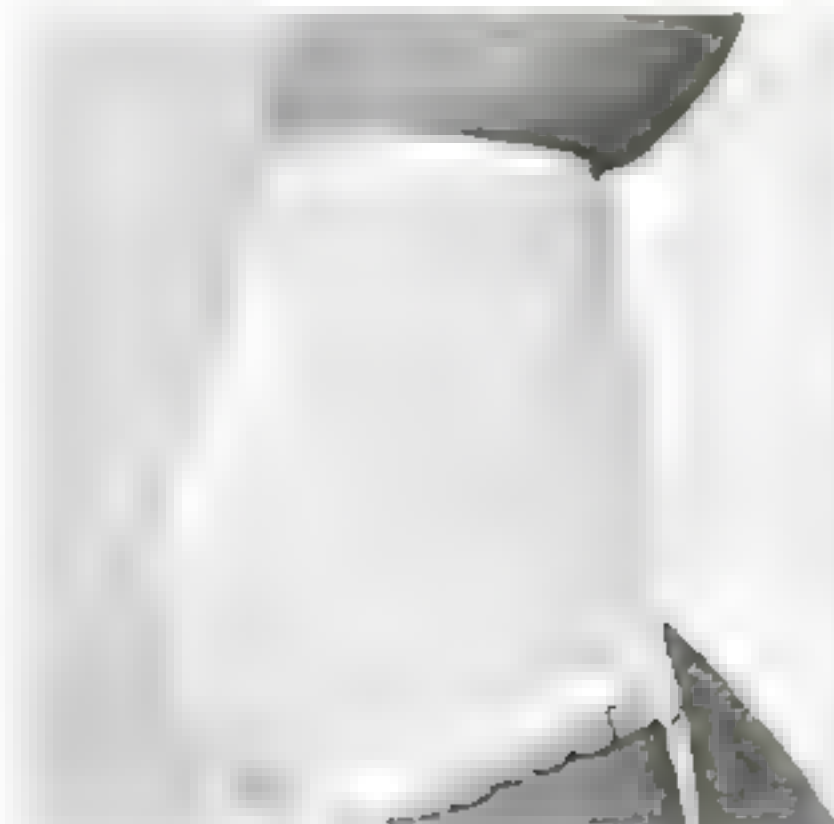
## STOPS RASHES

New Johnson's Medicated Powder effectively clears up and prevents not only *friction* diaper rash, but troublesome *ammonia* diaper rash. Keeps unpleasant ammonia from forming. Relieves urine scald and redness, too.



## STOPS ITCHES

Exclusive Johnson's formula starts instantly to relieve heat rash, insect bites—most externally-caused irritations. Contains two antiseptics in special combination. And it's hospital-proved safe for the most sensitive skins.



## STOPS CHAFING

Extra-absorbent action dries moisture fast. Soothes girdle chafe. Keeps feet and underarms cool, comfortable—even in the hottest weather. Silky-soft, never gritty—clings gently—smells fresh and clean. Try it.

## NEW JOHNSON'S MEDICATED POWDER

Get a can! 4 oz., 49¢ — 9 oz., 89¢



CAT CONTINUED



SHRIEKING IN RAGE, Maggie chases her nephew, Buster (Hugh Coran), from room. Ray, blowing a whistle, had burst in on his troubled aunt.



SULLEN BUT POLITE, Brick (Paul Newman), who is drinking himself into oblivion, evades his father (Burl Ives) about his coarseness to wife Maggie.

CONTINUED



# *Announcing* **OLD GOLD'S** **NEW SPIN FILTER**

**CIRCULATES THE SMOKE... FOR A COOL, MILD, CLEAN TASTE!**

## NEW SPIN FILTER

It's a known fact... the further smoke circulates—the cooler and milder it becomes.

Old Gold's Spin Filter creates new filtering channels to give increased filter exposure. You get less tars and nicotine than before—yet the true tobacco taste comes through, cool and mild!

... gives you

# THE BEST TASTE YET IN A **FILTER** CIGARETTE

*A Product of P. Lorillard Company—First with the finest cigarettes—through Lorillard Research*







## He thought any insurance was "Good Enough"

He bought his home back in 1948. A friend said to him at the time, "Be sure and talk with an independent agent before you buy insurance." But he supposed that any insurance was good enough, and he ignored his friend's advice.

Last month his house burned. That was when he discovered the shocking truth. *His insurance covered only the 1948 value of his house!* His friend's home is fully insured—for its *present* value. Why? Because a local independent agent has periodically pointed out that the value of property changes—that rebuilding a house today would cost twice as much as in 1948.

Your independent agent is a trained insurance specialist. He sees to it that you always have the *right* protection. He suggests that you increase or decrease your insurance as your property's value changes. And when you have a claim, he takes care of all bothersome details until it is settled.

**Do as four out of five home owners do. Buy your insurance through a professional, independent agent.**

**Look for this seal**



**NATIONAL ASSOCIATION OF INSURANCE AGENTS, INC.**

**CAT** CONTINUED



**FACING THE TRUTH**, Brick and father talk in musty cellar. The father realizes he is going to die of cancer. Brick admits he lacks courage to live.



**GETTING NEW HOPE**, Brick and Maggie embrace. Impressed by father's bravery in face of death, Brick turns from drink and returns to Maggie's love.





**5** wonderful ways to enjoy field-fresh flavor!

DEL MONTE plantation pineapple—a sun-ripened flavor blend of tart and sweet—quick-picked and quick-packed for you! *Sliced, Crushed, Chunks, Tidbits and Juice.*







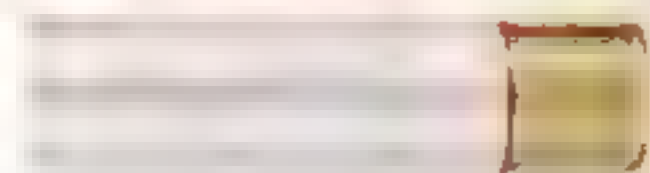
HAT BY ADOLF OF EMME

Delicious new color, ripe for picking. A clear and shining fashion red...tempting as a new romance and radiant with excitement!



# apple on a stick

FOR BEAUTY THE MODERN WAY Dorothy Gray



Available in Satin and Sheer Velvet Formulas \$1.35 and \$2.00



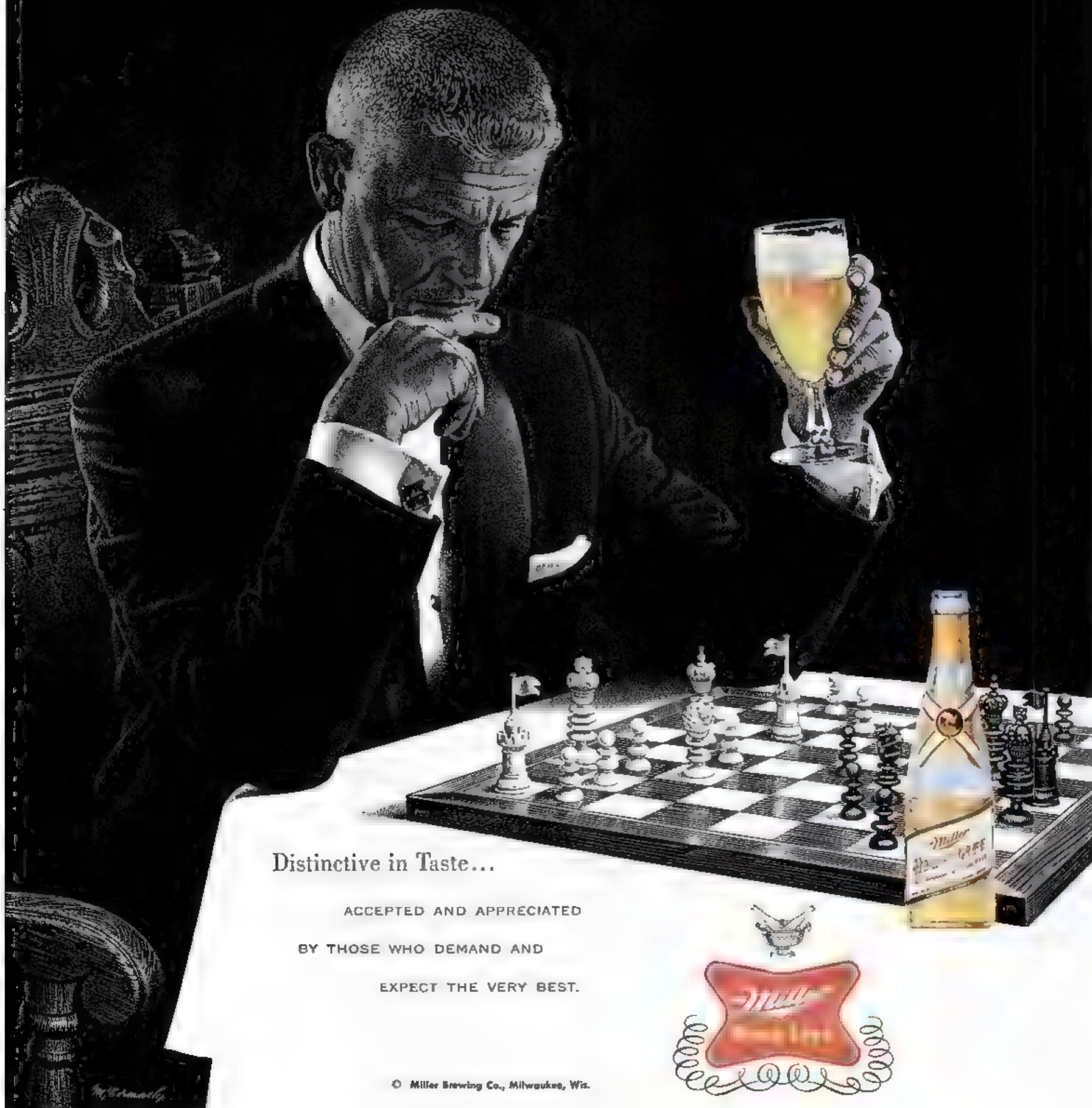
New Simoniz Floor Wax...  
**childproof** because  
there's **vinyl** in it!



**NOW IN THIS**  
**GAY NEW**  
**CONTAINER**




# The Champagne of Bottle Beer

A black and white illustration of a man in a tuxedo sitting at a table, playing chess. He is holding a glass of beer in his left hand and has his right hand on his chin, looking thoughtful. A bottle of Miller beer is on the table next to the chessboard. The background is dark and textured.

Distinctive in Taste...

ACCEPTED AND APPRECIATED  
BY THOSE WHO DEMAND AND  
EXPECT THE VERY BEST.

The Miller logo, featuring a red shield with the word "Miller" in white script, topped with a crown and surrounded by a decorative scrollwork border.

© Miller Brewing Co., Milwaukee, Wis.




Hands Tell Your Age?

**PIONEER** Wardrobe  
of  
Liquidproof Gloves  
Keeps Them Young!

 \$1.49  
Knit Cotton Lined  
**Bluettes**

 98¢  
Cotton Down Lined  
**Bluettes**

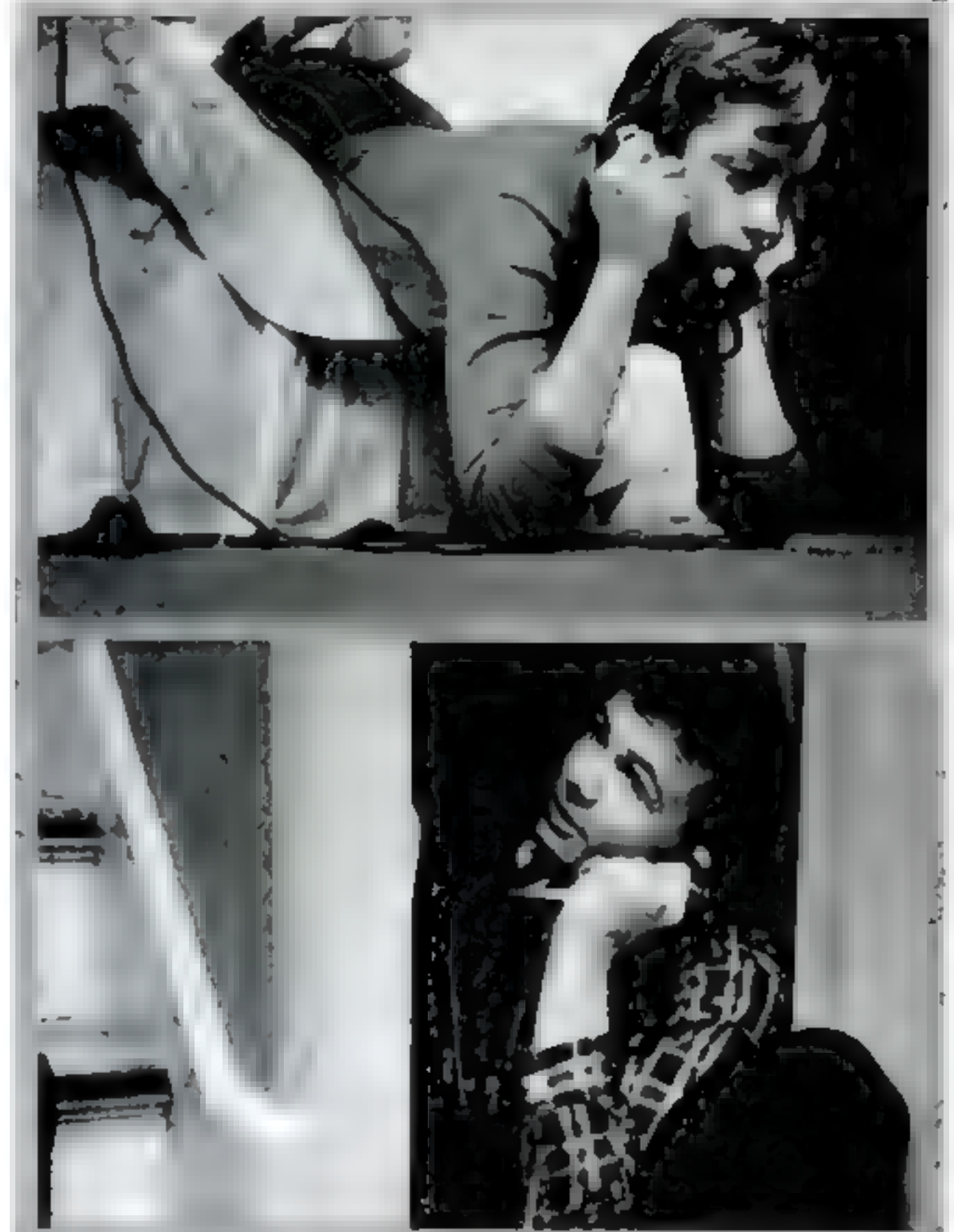
 79¢  
Stainproof  
**Bluettes**

 59¢  
Tissue-thin  
**Nimble Fingers**

Buy your hand protection  
from the **PIONEER**  
Wardrobe of Gloves

prices slightly higher in Canada

The PIONEER RUBBER Company, Willard, Ohio, U.S.A.



INCESSANT TALKERS of the earlier LEEF story were Sue's younger sister Ginny and boyfriend Charlie Poag who used closet for recorded conversation.



STILL ON THE LINE, Ginny fondly hangs around Charlie's neck at wedding reception. At the left is her sister Sue's new husband, Larry Johnson.



# Phone Fan Gets Number

Two years ago when the three Nyvall girls of Minneapolis appeared in LIFE's story (LIFE, April 2, 1956) about teen-agers who never stop talking on the telephone, there was one friend of Sue Nyvall's who hardly ever called. He was Larry Johnson. Sue had been going with Larry but they had had a fuss. After Sue went off to college that fall neither of them heard from the other all year long. But when Sue came home Larry called and soon they were spending so much time together they hardly ever had to phone.

Last month Sue, now 20, and Larry, 20, were married. They bought a house but, for a while, weren't able to get a phone. The Nyvall's phone, though, is as busy as ever because Sue's sister Ginny and her boyfriend Charlie Hoag still have a lot to talk about.



PHONERS SALLY, SUE, GINNY NYVALL, ON LIFE COVER



**TAKING A CALL,** Sue is shown at church before wedding. Sisters Ginny, 17 (left), and Sally, 19, served as

bridesmaids. Husband Larry will be a University of Minnesota junior this fall. Sue will leave college to keep house.

CONTINUED



*"How I use  
**Murine**  
to rest  
my eyes  
after  
golf"*

**PATTY BERG**, famous  
tournament-winning  
golfer and four-time  
world champion

"I play golf in all kinds of weather . . . glaring sunshine, wind and dust. Murine is a real comfort. Makes my eyes feel clean and rested. I use Murine also after TV, reading or driving." Let Murine help and soothe your eyes, too. Just a couple of drops in each eye floats away discomfort quickly. Use Murine daily to rest your eyes.

**MURINE**  
FOR YOUR  
EYES



THE MURINE CO., INC. CHICAGO, U.S.A.  
TRADEMARKS REG. U.S. PAT. OFF.





**BRILLIANT VINYL** - for the brightest floors ever

**TOUGH VINYL** - for childproof protection --  
against spills, splashes, scuffing.

**DURABLE VINYL** - for longer-lasting shine --  
even with frequent damp mopping.

**TRY NEW SIMONIZ FLOOR WAX** - the only one  
with miracle vinyl! So easy to use - it polishes itself.

**FOR ALL FLOORS -**

linoleum,  
rubber,  
asphalt,  
vinyl tile,  
finished wood,  
terrazzo

**SIMONIZ MAKES IT!**



CHESTERFIELD SALUTES THE  
**AIR FORCE**  
MEN OF AMERICA

MEET STEVE CANYON ON TV MILTON CANIFF'S  
LEGENDARY HERO COMES TO LIFE IN AUTHENTIC EPISODES  
FILMED ROUND THE WORLD WITH THE COOPERATION OF THE  
U.S. AIR FORCE. NBC-TV, SATURDAYS, (AFTER COMO)



*Jets go flashing through the mile-high air! Move in fast and hit the target square!*

*Mission accomplished... and you'll find a man*



*Stops and takes big pleasure when and where he can... Chesterfield!*



*Always the top-tobacco, straight Grade-A, the top-tobacco in the U.S.A.*



*Sun-drenched top-tobacco's gonna mean You're smokin' smoother and smokin' clean!*

*When you've earned a smoke—nothing satisfies like the*  
**BIG CLEAN TASTE OF TOP-TOBACCO!**

**CHESTERFIELD**



REGULAR

KING





ANNIE AND MARGARET HURLEY, 12, WEAR IDENTICAL JUMPERS BOUGHT IN SAKS FIFTH AVENUE'S CHILDREN'S SHOP

## Grownup's Young Getups



Even though 22-year-old Annie Fargue is the size, but not quite the shape, of an average 10-year-old, it has not interfered with her career or with being well dressed. She has been successfully playing ingénues on the Paris stage since the age of 15. In Paris she solves her clothes problem easily, if expensively, by buying Dior samples that have been made on his smallest model but even then has to alter them to fit her 4-foot 11-inch figure.

But when she arrived in the U.S. this summer with her Dutch actor-husband Dirk Sanders, Annie discovered that the children's departments of New York stores were well supplied with clothes that fit her perfectly and had plenty of style, at considerably less than Dior prices. Stocking up before her return to Paris next month, Annie has made some useful discoveries. Little girls' jumpers (*above*) can look grown-up, and an 8-year-old's full-length outfit makes an up-to-the-minute trapeze walking coat (*at left*).

A CHILD'S COAT makes a hip-length jacket for Annie. She weighs 84 pounds, loves American sodas, doesn't diet.



*Good health advice*



*from careful mothers:*



*"Don't lend your comb,*

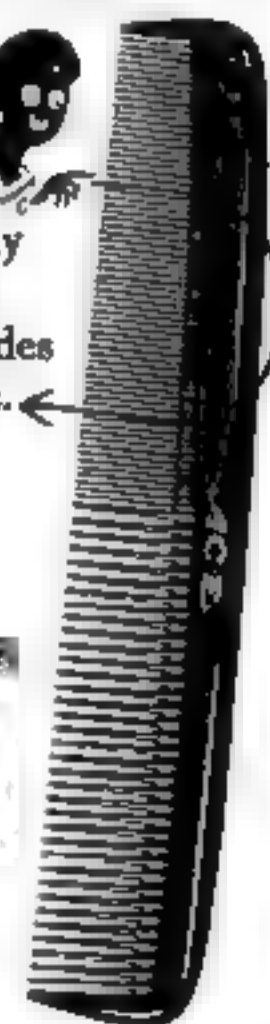


*don't borrow others."*



Only ACE completely rounds and smooths each tooth: ends—sides—even between teeth. No sharp edges to scratch scalp or snag hair.

**ACE**  
HARD RUBBER  
**COMBS**



SMOOTHER • STRONGER • LAST MUCH LONGER





**5-CYCLE**  
Filter-Flo Washer  
Model WA 950S  
about \$3.30 weekly\*

**1** ... is the key you will probably use most, for it gives your white and color-fast cottons and linens (the bulk of your washday

loads), the hot water and vigorous washing action they need to get sparkling clean. Fast spin extracts so much water they'll dry in no time at all.

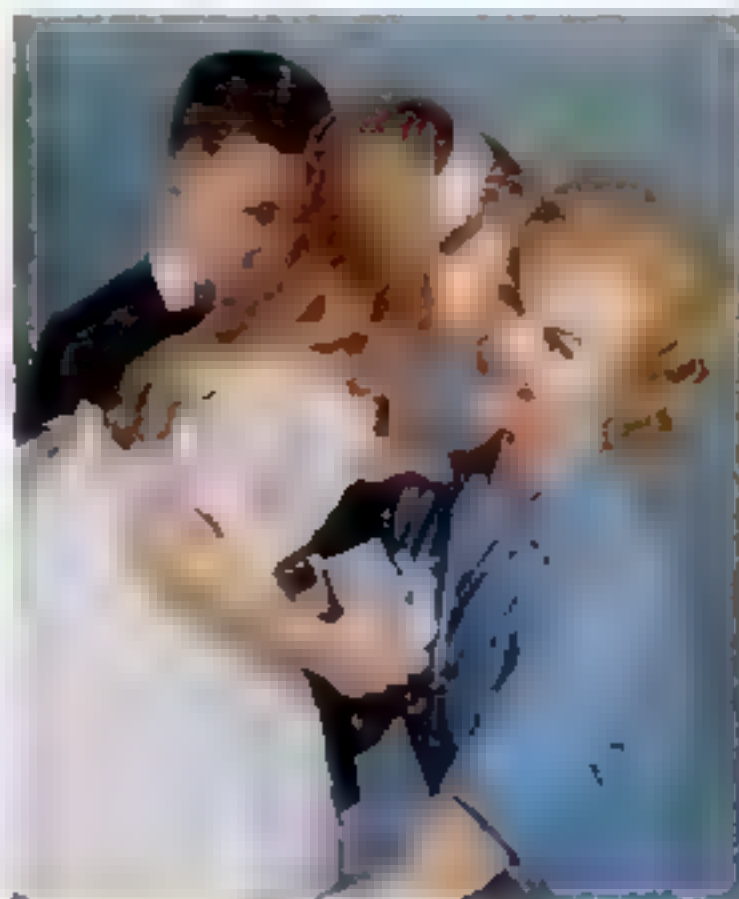
\*After small down payment. See your General Electric dealer for his prices and liberal terms. Buy now for extra values!



**2** ... is pre-set to give your dark or nonfast colors the warm water temperatures and fast spin speed they need for best results. Vigorous activation gets even the grimmest blue jeans clean as a whistle.



**3** ... is for sturdy, well-constructed wash 'n wear clothes of synthetics and blends (suits, nylon shirts). Warm wash water and brisk activation get them really clean; slow spin prevents deep-set wrinkles.



**4** ... is for fragile wash 'n wear delicates you've been washing by hand. Filmy lingerie, party dresses wash gently in warm water; slow spin protects sheer fabrics. No wonder they look so new, last so long.



**5** ... is for "specials." Slow wash speed in warm water is kind to woolens—won't "pill" blankets and sweaters. Fast spin gets out extra water woolens absorb; makes it easier to handle bulky blankets.





New as today's fabrics...1959 General Electric

## **5-CYCLE FILTER-FLO® WASHER!**

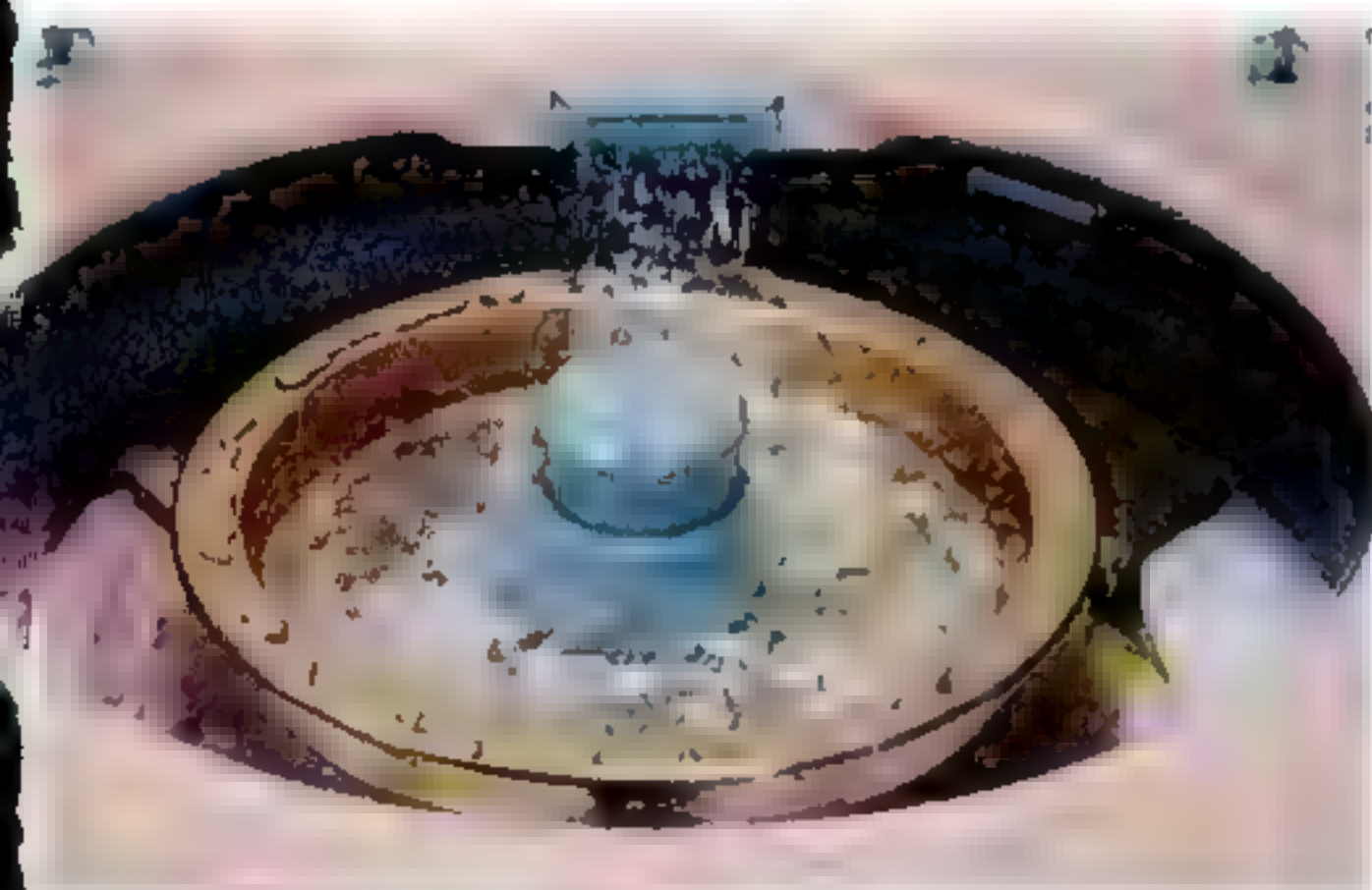
...the only washer with **5 separate pre-set cycles** to give custom care to **all** your washables... automatically!

NO MORE GUESSING! Now all your washables... from your most delicate wash 'n wear synthetics to the children's rugged blue jeans... get the washing care that's best for them... *automatically!*

YOU JUST TOUCH ONE KEY... and turn the dial to the matching number. This new General Electric washer automatically pre-

sets the correct combination of wash and rinse times and temperatures... wash and spin speeds.

There are 2 cycles for regular wash; 2 cycles for synthetics and wash 'n wear garments—there's even an automatic cycle for washing such specials as woolen blankets and sweaters... *automatically!*



No lint fuzz on clothes! Famous Filter-Flo Washing System cleans and re-cleans wash and rinse waters constantly to give you cleaner clothes. And this filter is *dependable*... it can't clog or impede water flow! Empties without brushing... is a handy detergent dispenser, too!

### **THESE ARE IMPORTANT FEATURES, TOO!**

Big 10-lb. clothes capacity • Automatic Rinse Dispenser • Automatic Water Saver • Automatic Suds Return (optional) • General Electric Written Warranty • In Mix-or-Match colors, or white



See the only washer with 5 completely automatic cycles, on display (with matching automatic dryer) at your G-E dealer's. Most models available in Canada. General Electric Co., Appliance Park, Louisville 1, Kentucky.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**





Best-looking show  
on the road...and  
Lee's the star of  
work clothes styles!

Everywhere  
you go...

Lee

Chetopa Twills

They're job-proven! Tough-tailored to tackle any task...strong as cable...and so good-looking you'll even wear them away from work!

They're a pleasure to work in...these handsome, tailored-to-fit Chetopa Twills. So long-lasting, they give you *far longer wear than ordinary brands!* And only Lee gives you all these extras: superior styling and comfort, form-fitting shirts, roomy free-swinging pockets, premium zippers, 4 fadeproof colors. Sanforized, of course. Satisfaction guaranteed or your money back, or a new garment free. No wonder Lee Chetopa Twills are preferred by millions all over America—for work and leisure!

LEE COMPANY, INC., KANSAS CITY, MO., WORLD'S LARGEST  
MAKER OF CLOTHING FOR MEN, WOMEN AND CHILDREN



## NATURE



## AN EGRET TETE-A-TETE

The Eastern Great White Egret is renowned for its beauty and elegant plumage, but its 10-day-old young are bubble-eyed, flap-mouthed, bald-faced, ugly nestlings. Photographer Tokutaro Tanaka waited for hours on a 40-foot tower in a bird sanctuary in Japan to make telephoto photographs of these ungainly young in the nest. Most of the time, he found, they spend devouring regurgitated fish and sleeping. He did catch them in what looked like a spirited dialogue, but actually they are simply waking up (*top*), squawking for food (*center*), and when none is provided, taking a nibble on each other (*bottom*).



**Nobody touches her new Admiral TV...**

**(It's wireless remote controlled)**

## New 1959 Admiral TV

## High Fidelity Picture! High Fidelity Sound! Son-R Remote Control AT NO EXTRA COST

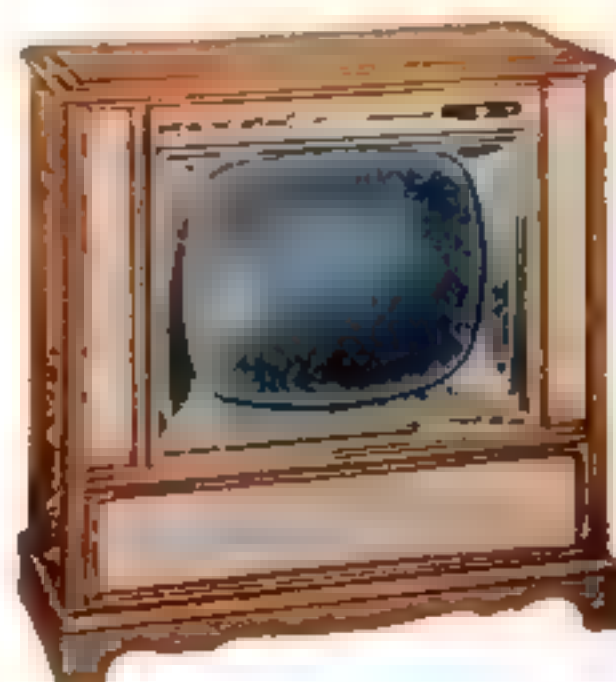
Announcing the first really new kind of television in 7 years! Brilliantly alive high fidelity pictures and 4-speaker high fidelity sound. And you never have to touch the set. It's remote controlled with the wireless Son-R in your hand.

Son-R adjusts volume to not just one level like ordinary remote controls—but to 4 levels! One push button gives you all 4... *silence, whisper-soft, normal talking range, and full room volume.* Ultrasonic magic works silently to turn TV on-off and change channels in either direction. Operates from anywhere in the room. Stations always come in sharply fine tuned!

All this at no extra cost. It's standard equipment on new 1959 Admiral High Fidelity TV. Wide selection of Sunline, fine furniture models with the jeweler's touch. Also decorator-approved Originals. See, hear this new kind of quality TV today.

MARK OF QUALITY  
**Admiral**  
THROUGHOUT THE WORLD

The Rutherford, High Fidelity TV with Son-R.



The Rutherford (HS21H-1) with Son-R. Shimmer than ever calmet. Mahogany and cherry finished veneers. 4 hi fi speakers. Extra hi fi amplifier. 30,000 volt picture power. Touch-a-matic bar tuning. Stereophonic phono jack. New 10 picture to re. 21 in. overall diagonal. 262 sq. in. viewable area.

Push button...click...there's your channel! Tune perfectly from your arm chair with Son-R remote control. Tiny as ready's compact. No wires! No batteries! No tubes to wear out. Automatic level sound control originates v Admiral. When not in use Son-R slips into cigarette packet on side of set.



*wireless!  
world's  
smallest!*

SOLD IN 90 COUNTRIES. MANUFACTURED IN U.S.A., AUSTRALIA, ARGENTINA, BRAZIL, CANADA, ITALY, MEXICO, PHILIPPINES, AND URUGUAY.





## AN EXAMPLE OF BAD PLANNING

**MOST POPULAR HOUSE** with mass builders during past 10 years is shown in model with floor plan and cutaway walls. Just under 1,200 square feet in size, including carport storage closet, it sells across the country from \$11,000 to \$17,000. It has three bedrooms, as do two thirds of all new houses, one-and-a-half baths, open plan for living-dining, no entrance hall. Like half the new houses it has no basement. On following pages are shown some of the major drawbacks of this prototype house.

# FOR

## Ready-made houses, accounting for 80% of new homes, are cramped

**W**ITH the U.S. now building a million houses a year the slump in the building industry is fading fast. Looking forward to the '60s, when the huge baby crops of the immediate postwar years begin to need homes of their own, the industry is anticipating its greatest boom. The houses already in existence are the nation's single greatest asset, valued at \$500 billion. Yet the average American does not consider his home a man's castle—or a woman's either. Most families are unhappy with their homes. They are usually satisfied with their kitchen appliances and the plumbing—except that it is noisy—and they are fairly content with their home furnishings for which they spend a larger percentage of their incomes every year. But the average house,

like the one shown in the cutaway above, is not easy to live in. The space is inadequate and poorly divided. Some of the things that annoy people who buy readymade tract or builders' houses—which account for 80% of the homes built each year—are shown on the following pages, the first of a LIFE series on modern housing.

Between 1929 and 1952 the proportion of the family income spent for housing has decreased by 25%. Meanwhile the cost of a square foot of house has increased by 250%. By the immutable laws of building economics this means that modern families are living in houses in which ceiling heights have been lowered, the walls have closed in, the storage space has dwindled drastically, the grounds have shrunk and





THE EDITORS OF  
**LIFE**  
BEGIN A NEW SERIES

# THE U.S. NEED MORE LIVABLE HOMES

and poorly planned. Owners must be more knowing and finicky buyers

everything that makes for livability has been squeezed to a minimum.

Members of the building industry place much of the blame on home buyers themselves. A home is the largest investment a family makes in a lifetime. And on its comfort, convenience and easy functioning—its livability—depends a good portion of the happiness of every member of the family including the baby and the cat. Families, however, spend more time and thought buying a car than a house. Only after a woman has decided that she likes the blue kitchen cabinets and her husband likes the heating plant and they have made a down payment and moved in do they begin to realize that a fourth bedroom might have been worth the extra money, that a larger living room might

have made a big difference in the fun of entertaining their friends, that they should have surveyed the neighborhood beforehand, found out about schools, playgrounds, shopping facilities.

This series will show U.S. families how to choose a house and help them recognize features that make a house and neighborhood more livable. The current article ends with a guide to what a family should be willing to pay for a house based on its income. But the price of a house is not everything. Its design, the flexibility of its floor plan, its use of good materials, its charm count, too, and these articles will present the best design available in housing today—whether merchant built or custom made—as a checklist to help prospective home buyers.

CONTINUED





**TRAFFIC JAMS** are inevitable in most builder houses. Halls like the one above are usually 36 inches wide—the FHA minimum—just big enough to move furniture through. Doors, people and toys collide here—a major homeowner gripe.

## MORE LIVABLE HOMES CONTINUED



**NOISE IS ONE BIG HEADACHE** BOOMING THROUGH THE LIVING ROOM WALL.

## LITTLE HOUSES,

In the U.S., today families and incomes are growing larger. Weekends are longer, families have more time to spend together and there are wonderful mechanical devices to help the housewife with her chores. With all this, home life should be great. But behind the cozy facade of many builder houses there lurk rasped nerves, bitterness and frustration. Interviewing owners of homes much like the one shown in cataway form here and on the preceding page, LIFE has found that some peeves are universal. Said a Denver housewife summing up for many families, "Living on top of one another has destroyed our enjoyment of each other as a family. Unless you have space and privacy you can't live decently."

The most common complaints are of noise, lack of storage room and poor planning. "You can hear our TV all over the house," says a housewife in Albuquerque. "I sure wish I had a broom closet," says one in a \$25,000 house in Atlanta. "The thing I hate," means another on Long Island, "is the lack of an entrance hall. You come right into the front





(HERE CUT AWAY), DISTURBING SLEEPING CHILD (RIGHT) IN HIS BEDROOM

## RASPING NERVES

room. To keep this place clean you would need a pitchfork and shovel."

Poor construction also plagues homeowners. Typical complaints: "The top coating of concrete on our patio came off in the freeze." "Our bathroom is finished in tile, but the builders did not waterproof the cement under it and now the shower floor is collapsing." "We have inadequate wiring and our fuses blow out."

Faced with such criticism, builders can only say they build the kind of houses people want to buy. They themselves know the value of better houses. Insulation pays for itself in lower heating costs. Adequate wiring costs less when the builder installs it. Summer cooling—still found in only 7% of builder houses—saves money on cleaning bills. And while the core of a house is being built at \$12 per square foot, extra space can be added at only \$6. Every builder admits that it is sound economy for a family to pay more for a quality house right at the start. He will supply quality just as soon as the nation learns that it is worth the price.



**SMALL KITCHENS**, too narrow to hold a table, are a constant problem. Breakfast is a kitchen meal for 80% of U.S. families. Lack of a table means homes makes it a quick stand-up snack, a bad and uncomfortable way to start the day.



**BAD CLOSETS** are small or narrow and dangerous to foot around in. This master bedroom model is seven feet long. But the closets in the children's rooms are even smaller and there is no empty place to store out-of-season clothing.





**CARPORTS AND GARAGES** took a long time to recognize the growing American car. Not until 1955 did FHA require a shelter wide enough to house a new car. This carport is 10 feet wide (left wall is cut away) and big enough for the station

wagon. But if it is used for the car, the family has no place to store bicycles, baskets, baby carriages and other paraphernalia. At rear end of carport there is a closet four feet deep but it holds less than half the goods that must be stored.



# THE BETTER DREAM HOUSE

Buyers will get it only when they value space and privacy as much as gadgets

by JOHN BURCHARD

**A**N important corner of the American Dream has always been reserved for the little home in the country. Americans have thronged to metropolitan areas but few really want to live in the city. Despite the fine apartments of Park Avenue and Lake Shore Drive, despite the lovely row houses of Philadelphia and Baltimore, the American dreamer caresses instead the image of a tree-shaded, detached, single-family house which belongs to him.

This desire for country and ownership persists no matter how barren and unbucolic the surroundings, how small the individual's piece of land. It excludes some of the possibilities of civilized group living inherent in the back squares of London, along the Parc Monceau in Paris, among the flower gardens of Göteborg or in new and brilliant communities such as Vallingby at the end of the Stockholm subway.

Yet even within the limitations of the American mores, individual housebuilders and their architects have fully demonstrated how fine American domestic life can be. It was so in the days of the manor houses on the James and in the villages of New England and the farms of Pennsylvania. The latest designs of contemporary architects, old and young, famous and as yet obscure, have greatly widened the choice while American prosperity and productivity have greatly extended the range of those who may exercise it if they will. But the kind of houses most Americans actually buy suggests their ironic lack of desire to make the civilized choice.

If you leave the city for a peripheral villa you pay a price. You forgo some, even much, of the cultural stimulus of the metropolis. You increase your transportation cost and inconvenience. You pay out a good deal of time. You must expect a return. You dream of the elms that shade your house, the birds that will sing in the morning, a piece of land that is yours with a character that is its (and your) own.

But most Americans who go to the country now buy a building on land whose roll and whose trees have both been blotted out by the bulldozer. Not enough developments in the past have conserved the pastoral. The builders' complaint is that the customer will not pay a cent for good site planning—does not, in fact, even recognize it when he sees it.

One reason to seek the country is to escape the anonymity of the city, to enjoy the human contacts our myths attribute to the village. But a true community harbors a range of ages, a range of incomes, a range of occupations. Square miles of houses for people of one age, one income, one general occupational outlook, without schools or churches, do not make a community. There can be more anonymity in a suburban supermarket than there is in Rockefeller Center.

If you take the risk of home ownership, if you pay the extra cost of a "detached" house, surely you must be looking for more than 15 feet of unprivate air between your windows and your neighbors'. Perhaps you want privacy for your family? You need no longer, thanks to automatic dryers, display the intimacy of the family underclothing. But when you cook out you will make another set of revelations. If you want to avoid ultraneighborliness, site planners have again shown how, both in the city and in the country. You do not have to perch on a suburban strip, whose nonprivate front lawns and nonprivate backyards stretch away to the horizon of the next subdivision boundary and beyond. Indeed, and even on a modest budget, the American dream house could sit on a larger lot if the American dreamers wanted it very much. But



**SOCIAL PHILOSOPHER**, John Burchard, is dean of humanities and social studies at M.I.T. and a past president of the American Academy of Arts and Sciences.

builders say again that most buyers value the latest garbage macerator more than family privacy.

When you buy this house of your own, presumably you want somehow to make it your own. How can a merchant-builder give you the personal expression you covet? He cannot do it by changing the color of your shutters or by planting a special lantern on the front lawn (in place of the tree he took down). But individuality can be cultivated only if the house is spacious and imaginative in plan and if at the same time there are areas where the individual can be private. Privacy for being born and for dying have left the house for the hospital. But there are still moments when one must pound the piano while another needs to nap, when some should play while others nurse headaches or study, when the television amuses some and repels others. To achieve privacy while retaining the sense of space and freedom is the glory of a good plan. Beyond spaciousness and privacy the builder can give you good planning, well-proportioned rooms which in themselves have spiritual values. He can give you

simple and fine materials on the floors, walls and ceilings instead of tricky and bad—if salable—details. He can give you windows located with purpose and walls that are not too cut up so that you have a choice of using them for books, for paintings, as backdrops for flowers. Our shiny new versions of the American dream house seldom offer either privacy or spaciousness, seldom permit much individuality in their use, often sacrifice quality for flashy details.

Instead of good site planning, pleasant vistas, privacy and spaciousness outdoors and in, the merchant may try to tantalize you with a building which has the maximum amount of mechanical equipment. There is nothing wrong with a fine kitchen and a great and spacious one can be a true center for one kind of modern family life. But most Americans expect less of their kitchen than this and despite its gleaming equipment the kitchen of the American dream house is often much too compact for family life. The amount of time spent in the kitchen has been reduced while the standard of kitchen design has improved.

Nor is the bathroom a way of life even though the despairing Thomas Wolfe wrote that it might be the most genuine American symbol. Pretty it may be, but Roman it is not. The family cannot live and die in it.

Yet an imitation-marble toilet seat, a stenciled kitchen, an incinerator or a split-level stove with a brick base has too often been all that is really needed to clinch the sale of a house, a cynical merchant-builder will tell you. In this view any investment in better floor plans, better design, better land use is not recapturable.

This may or may not be so. Not many builders have tried the amenities of planning, not many buyers may have known that they could afford them. But if the American house buyer really buys the gadget and no more, the public must bear as much blame as anyone. If it takes a bribe for every briber, so it takes a sucker for every successful super-salesman. A sucker is not necessarily a fool; he may just be a man with a strange set of values.

Many architect-built houses and some merchant-built developments show the American public what it could have today in the way of individuality, peace, beauty, space and privacy within the limits of its housing dollar. Homeowners could give both the builders and themselves a far better break by being informed and demanding.



# SOME EXPERTS DEBATE WOES, BLAME AND CURE

## The Builders' Problems



**P. WILLIAM NATHAN**  
Manufacturer of  
building components

The public tends to blame the builder for all the bad housing. Most of those who buy tract houses believe that the builder has grown rich at their expense. This is not true. Most builders in the U.S. do not make a reasonable 10% profit on a house. I have been a builder and I know. We are hamstrung by codes and zoning rules; by unpredictable whims of mortgage lenders; by union featherbedding; by the public who would often rather save a dollar than buy quality.

Despite its size, the building industry is probably the least organized and most archaic of all industries. The source of most of its ills is people—its customers. Although the average

American is satisfied and passive about built-in obsolescence in all the other products he purchases, he expects centuries of permanence in the old manse at bargain-basement rates. He always remembers what his grandfather paid for a house, and would like not to spend more. The builder and the architect and the site planner cannot accomplish technological advances to any large degree in the face of resistance to it by the purchaser. If we are to get high standards in housing we will have to be willing to pay for them. Housing has left the dirt floor and outdoor plumbing behind but it still has far to travel to catch up to the electronic age.



**THOMAS P. COOGAN**  
Mortgage banking  
executive

In England, in France and in Russia—where I have gone twice on invitation as a housing expert—new housing for the growing population is of top governmental importance. These countries are building new houses at a very fast rate. We congratulate ourselves for building a million new houses a year, but this is not nearly enough when our population is increasing by three million a year. In the U.S., housing is a stepchild of government. So long as this remains true, we cannot have more livable homes. If government did not care about and spend money on roads we would not be a nation on wheels. Our efforts in housing have been only emergency

programs. The impediments to housing are growing rapidly and no concerted effort is being made to counteract or improve the situation. It is essential that the present Housing and Home Finance Agency be raised to a department with Cabinet status and all housing be consolidated in this department. Only by such a move can we hold the able, experienced men now in housing and develop a career service. Without strong leadership neither the builder nor the local legislator will recognize his responsibility to the public. Housing is so important that the builder should be made to feel the dignity and responsibility of his position.



**LEONARD HAEGER**  
Architectural research  
consultant

The builder house can be improved right now. It is possible today to have well-planned, well-designed, completely equipped, good houses in all price ranges.

To accomplish this, we need a willingness on the part of more builders to take two simple bootstrap-lifting steps; first, to spend as much time worrying over how to build real value into houses as they now spend worrying over profits and low down-payments; second, to realize that they do not know all the answers to building the better house and acknowledge that it lies with a housing team of land planner, architect, manufacturer, banker and builder—not with the builder alone.

To have a housing team capable of producing the better house in a better community, the builder must hire the best professional help obtainable. The more houses he is going to build, the better architectural services he will need in order to get quality. Too few of today's developments provide a really good neighborhood. This could be corrected with the help of a good land planner. The builder must hire a top-notch landscape architect who will not only save existing trees and preserve the natural contours and any other natural beauties of the area but who will know how to make the new planting contribute fully to the beauty of the area.

## The Outmoded Codes



**JAMES T. LENDRUM**  
School of Architecture,  
University of Florida

Many homes in the U.S. cost much more than they should because they have been built in an area with an outmoded building code. There is a builder in New Jersey, Robert J. Schmertz, whose conscience hurt him because his houses cost \$1,000 more than he thought they should. He bought some land in Delaware, only 80 miles away, built the same houses, and sold them for \$1,000 less. In New Jersey, he had to use 3/8-inch plywood for sheathing instead of 1/2-inch, masonry chimney instead of a prefabricated chimney, 2"x4" studs instead of 2"x3" studs, all cost clutterers and not one of them affecting the soundness of the house construction.

A building code may be poor, not because of its requirements, but just because it is different from other codes and requires special materials or construction methods. We would not think of telling a manufacturer how he should wire an air-conditioning unit or pipe a gas range. Yet we do this daily when we impose special limitations on plumbing, wiring or house building. Perhaps the area in which the greatest savings can still be made in the cost of house construction—without introducing a revolt in the way in which we design houses, build houses, or in the way in which we live in houses—is through modernizing and standardizing our building codes.



**E. J. MCGREW JR.**  
Chairman, N.Y. State  
Building Code Comm.

The old-fashioned restrictive specification codes lead to every sort of idiocy in the building trade. For example, these codes usually require that floor joists shall be spaced 16 inches apart. I remember one specific case where a builder wanted to place floor joists 12 inches apart. This is obviously stronger but the code was so explicit that he could not do it. In New York State the codes have been studied thoroughly and a single modern code has been made available to all communities. Every state in the union should do the same. The New York committee which studied the codes estimated that modernizing them would effect savings of approximately 15% in

the cost of construction. Naturally there must be standards and the public must be protected from faulty construction. But why should a building have to be stronger than is required to afford safety? Why should a small house have floors so strong that they could hold up warehouse loads when only common furniture will be placed on them? New York State's modern code merely lays down the minimum requirements for safety and beyond that seeks to encourage the individual to have the kind of home he can afford by permitting the maximum ingenuity to the architect and builder in selecting the newest and most economical materials and methods.



All critics of American house builders agree that they have their fair share of problems and that these must be solved if the U.S. is to have better houses. But the experts, ten of whom discuss various phases of building below, do not always agree about the best way to solve the problems. Is the builder the villain? Does he make an unfair profit? Or is it the codes that eat up the housing dollars? Is it too difficult to finance a house that meets modern demands of livability? Is land speculation the chief

cause of high prices? These are the questions that are discussed here by a group of men who are deeply interested in housing and have a firsthand understanding of the situation. They approach the problems from differing points of view but on some basic points all are united. The U.S., they say, must realize that home building affects every citizen more intimately than almost any other business. And they insist that whatever has to be done to produce livable homes is worth doing right now.

## The Troubles in Financing

One of the greatest forward steps in the housing history of the U.S. has been the FHA. It has made money for home ownership available to many more people by spreading over the entire country the money that previously lending institutions could invest only locally. It set up a national minimum standard for livable homes, and helped finance only houses built to meet this standard. FHA has also backed up the public's own savings by its ingenious method of insuring mortgages at no risk to lending institutions. Furthermore it has shown a flexibility unique in the annals of bureaucracy—changing its rules to profit by its own experience and to meet

Neither a millionaire nor a man with a modest salary is getting as good a home as he should for his money. The high cost of housing stems from two factors: 1) high initial cost of house components and, 2) annual carrying costs on the finished product. Reducing initial costs is impossible without sacrificing minimum standards. Substantial reduction could come from a reduction in the carrying charges, the most important of which are interest and amortization on the mortgage. Long-term federal loans at 0% to 2% on a minimum house would enable low income families to buy homes. A \$14,000 mortgage at government cost (3%) for a 35-year loan

One reason why U.S. housing is less advanced than other industries is the fact that some manufacturers of housing materials, builders and designers of houses have such trouble borrowing money. Improvements in housing depend upon the extent to which mortgage lenders and governmental agencies are willing to accept newly designed houses as security for mortgage loans. While a lender must always differentiate between the eccentric whims of a particular individual and a new trend or housing product, every mortgage banker properly to fill his responsibility must be constantly alert to the new materials and new styles in housing. A house is built for

the changes in building and mortgage practices. Nevertheless, FHA has suffered badly from the attempt to make it a catch-all of everything the word "housing" could cover. Congress has made it an all-purpose, social-economic-political shotgun aimed at the incompatible problems of public housing, veterans', college, military and elderly people's housing, as well as slum clearance. FHA started out to serve the ordinary family who could afford to buy a home and wanted a good one. Now its effectiveness has been so diluted that unless it gets back to its original concept it will fail to produce either sound credit or real welfare or better homes.

would cost the home buyer only \$650 annually. The housing question for the average family is therefore not insoluble financially. The problem is political. We have built up a system of mortgage finance under which the government guarantees the risk of the mortgage lender instead of the owner. I think a politically practical compromise might be feasible through federally financed second mortgages, in addition to conventional first mortgage loans by private institutions. This would enable owners to buy with smaller down payments and to carry reduced charges. It would be the only way a major break could be made in the housing bottleneck.

family enjoyment or livability, and the builder and financier should be just as much interested in providing a modern house which suits the taste of his customers as the durable goods manufacturer is to give the public what it desires. Yet many builders, try though they will, find themselves limited not only by a reluctance or unwillingness of lenders to recognize changing trends but also by outmoded building codes. The builder ultimately throws up his hands in despair and conforms to the restrictions imposed upon him instead of devoting his time, energy and talents to the production of the modern element in housing comfort.

## The Lack of Land Planning

Americans have a tendency to operate on a frontier theory when the frontier has long since ceased to exist. In contrast, virtually all the European countries have deliberately conserved and utilized their land. In Great Britain, for example, land-use maps and plans are developed which cover every square inch of the country. In America we still have land to spare but paradoxically we also have a shortage of land that is properly situated, serviced, and related to its surroundings and community needs in general. The lack of suitable or developable land which can be readily served by community facilities is a basic problem for home building's next

The houses we are building today are better than the land they stand on. Real estate speculation has led to leapfrogging developments separated by passed over, vacant land. It is the amateur speculator who is mainly to blame. Usually he is in the market only for a quick killing. He is not interested in building. Or in land development. Or in the families who live on the land. A good deal of livability is lost today in the high front-foot costs of streets, sidewalks, water and sewer lines and other utilities. This is where good site planning can save money and make the homes more comfortable. A large lot is not enough. Families want more than that.

decade. During the next 10 years we will need at least three million acres for homes alone, and at least that many more acres for the facilities and roads which should service those homes. The fact that we do not have land where we need it is the result not only of enormous population growth but also of the greed of land speculators and creaking government machinery, variously operated by over 100,000 different units of local government. The growth of our country has taken place not in a steady way but in periods of feverish expansion followed by periods of quiet. Whenever there is a lull, planners should evaluate and form plans for the next building spurt.

They want houses sited to give them privacy. They need outdoor space to live in, not just to maintain for appearance. Land can be cut in parcels and lots can be arranged to provide every family with privacy. Land can be used carefully (imaginative builders have even offered landscape-design services to stimulate householders to plant attractively) to preserve its natural contours and to spare the best trees. The large-scale builder is here to stay and better homes and communities will depend mainly upon him for their realization. The design of big tracts of land can provide greater individuality than developments now offer.



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Executive vice pres.,  
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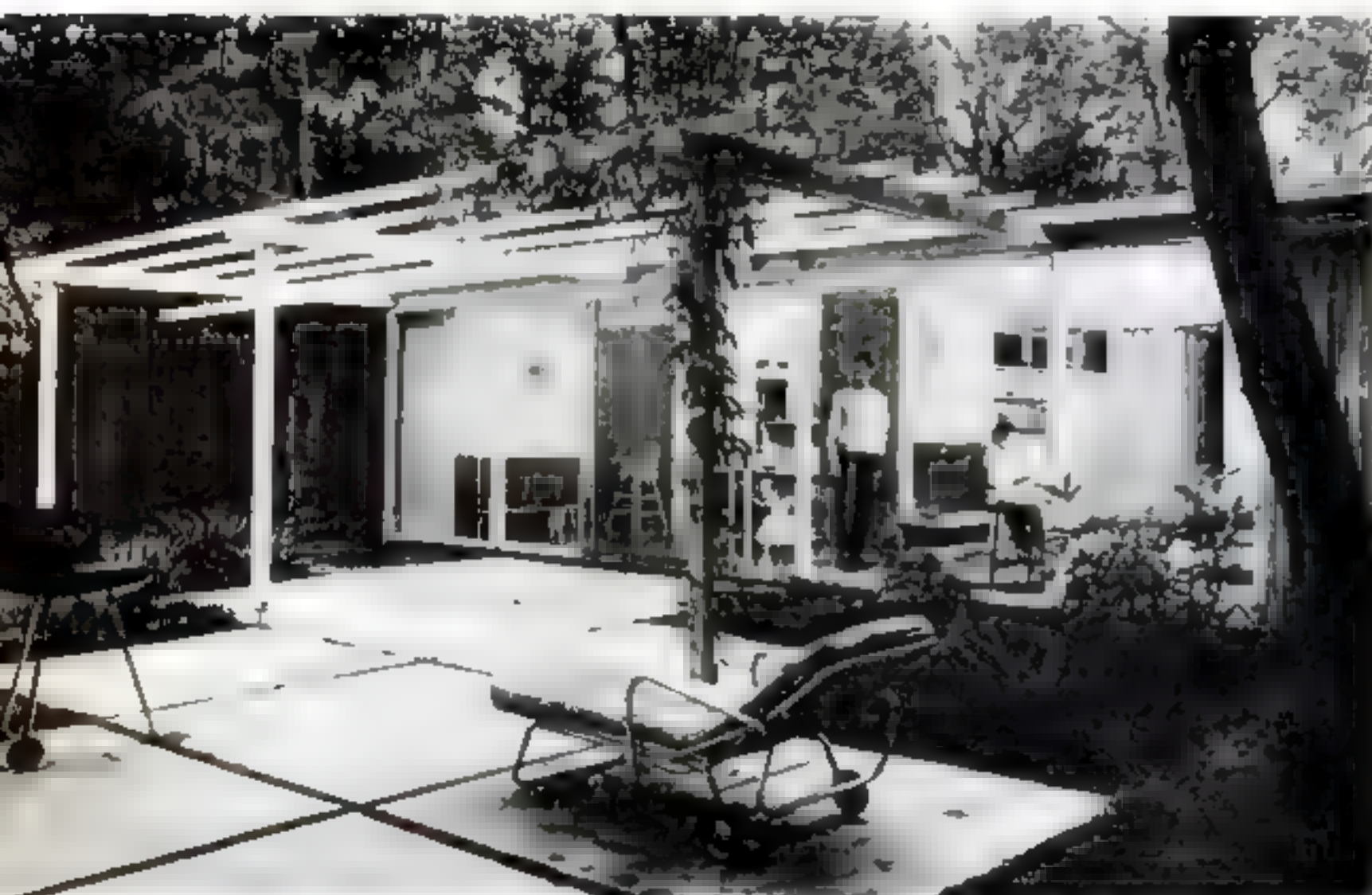
**FREDERICK GUTHEIM**  
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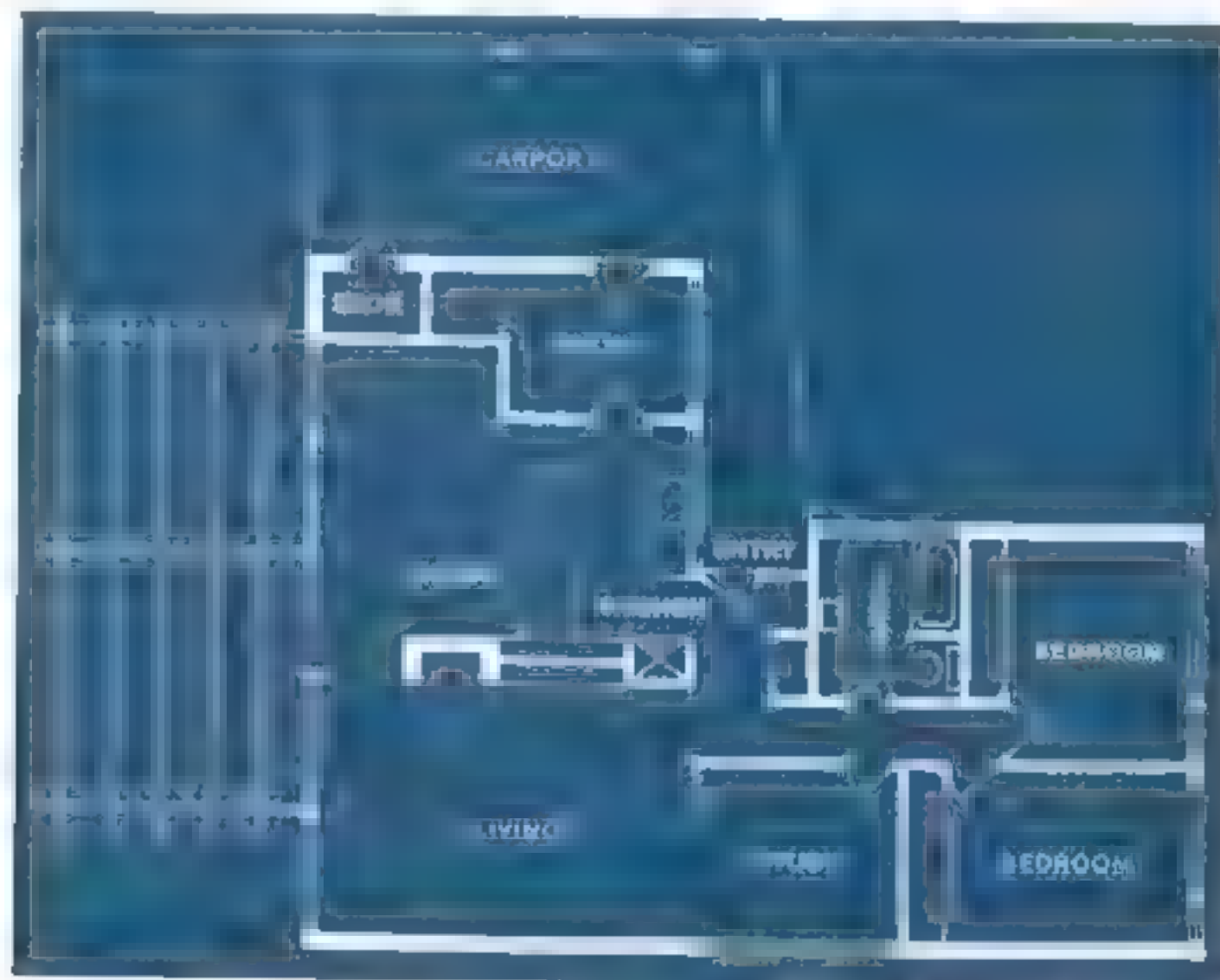
# GOOD MASS BUILDERS DO A FINE JOB

In spite of the many problems that beset builders, the best of them manage to produce small houses that are pleasant to live in and inexpensive to buy. Four such houses are shown here and on following pages. The small house at the top of these two pages was designed by Paul Hayden Kirk and built by Richard G. Robinson near Seattle, Wash. to sell for \$14,000 plus cost of lot. It packs much practical livability into 1,190 square feet of space. The L-shaped floor plan, as used here, allows people to move around without bumping into each other. There is an entrance

hall, difficult to contrive in a small house, with easy access to all rooms. The kitchen, though shut off from the living room and patio, is easily accessible to both. Bedrooms have high windows for privacy and large closets act as sound baffles between bedrooms, living room and bath. There is plenty of storage space including a walk-in storeroom. Builder Robinson says, "The smaller the house the better the plan has to be. To keep costs down we economize on every item without cheapening the house. And we build many houses, take only a small profit on each one."



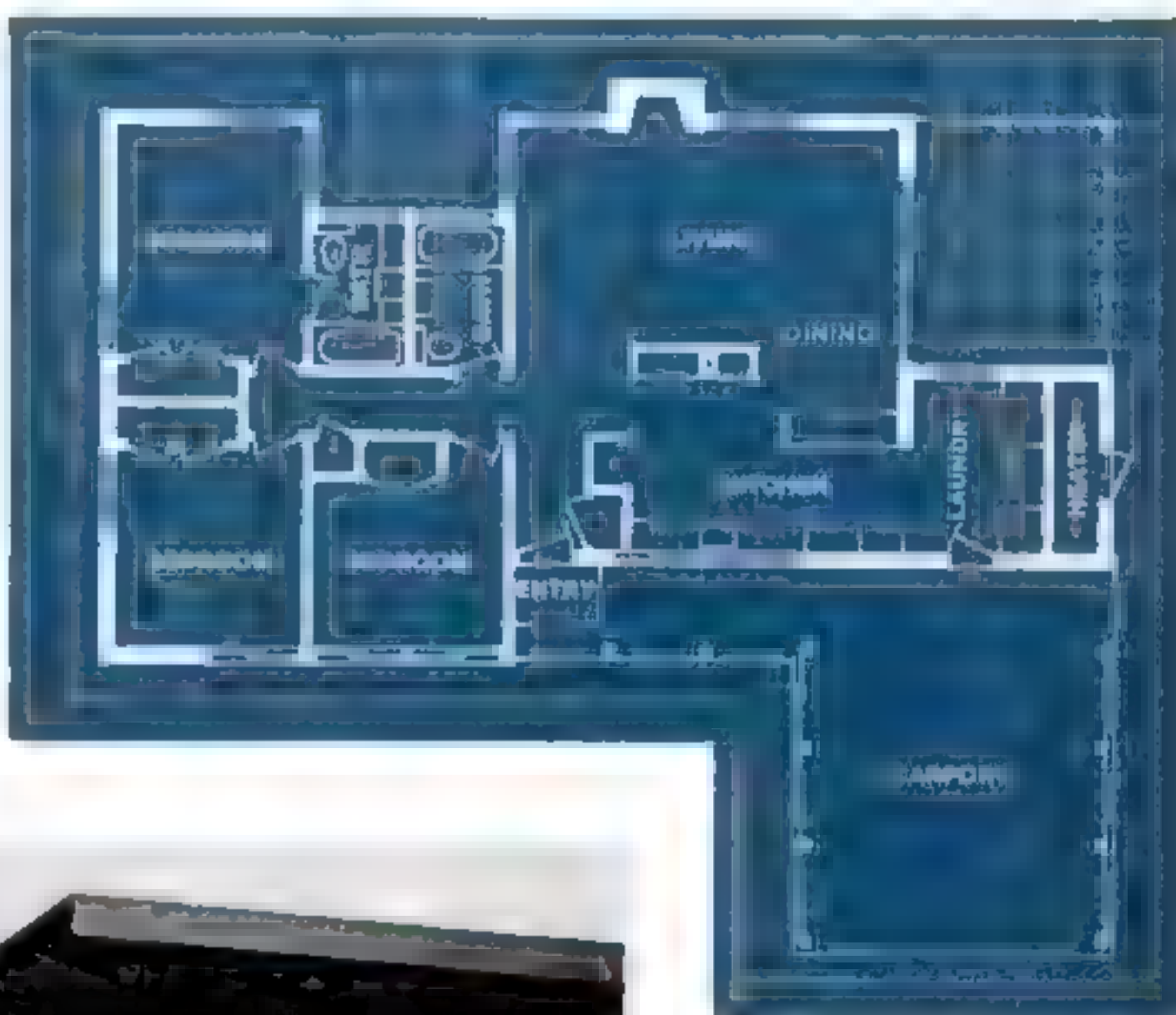
**IRREGULAR PATIO** with open spaces for planting, trellis for climbing vines opens off living areas. Hemlock siding and masonite panels kept house costs low.



**L-SHAPED FLOOR PLAN** shows work areas wisely grouped near carport, living areas near patio. Kitchen in center of L is accessible from entrance or carport.

## PRACTICAL LUXURY AT A PRICE

Designed by the late Burton Schutt, who was famous for designing lavish custom-built houses, the small three-bedroom house below and opposite was built in 1953 by Burke and Wyatt in their development, The Meadows, Palo Alto, Calif. It was sold then for \$16,950, but if built today it would cost \$21,000. Schutt managed to give this modest 1,300 square-foot builder house the style and most of the fine features he provided for millionaires' homes. The floors and patio are radiant-heated; sliding glass doors open the house wide to the patio and windows at the back go from floor to ceiling. The outsized kitchen seems even larger than it is because it is open to the dining-living area and the laundry. There are two private, landscaped patios. The larger, partially enclosed patio, which has the charm of an old-fashioned conservatory, opens off the dining and living area, enlarging the whole section. Lots in The Meadows are irregular in shape and many houses are set at odd angles, each suited to its own lot.



**FLOOR PLAN** shows how ingeniously patios cut into house. A small one lies between living room and bedroom (upper left). The other (upper right) is next to living and dining area. Slike shape of house is interesting.



**FACADE OF HOUSE** seen from street has romantic look gained by fine details—scored redwood siding, trellises, roof overhangs.





**SENSE OF SPACE** is achieved with a wide open plan, which can convert to privacy. The glass wall, at south end, without overhang, keeps heating bills low.

Kitchen and dining areas behind the fireplace also open to patio. The bamboo curtain (*yougroud*) closes to make the study/bedroom a separate private area.

**FEELING OF ELEGANCE**, rare in a builder's house, is the chief charm here. High beamed ceilings, cork floors in the living-dining area, Philippine mahogany

walls and a terrace landscaped with native plants give this small, relatively inexpensive house the look and happy livability of a truly luxurious dwelling.







**OUTSIDE VIEW** in neighborhood where builder carefully spared the trees makes it possible to frame the living space with glass areas. Continuous checkerboard

asphalt tiling throughout house makes rooms look larger. House is wood, but some brick is used to comfort owners with a feeling of solidity and permanence.

**SNUG PRIVACY** is obtained on a site with no view by turning this house inward to face a private court with a covered walk. Old brick, which the builder buys by

the truckload, and concrete block were used in construction to follow low-rise price costs. Terrazzo floors are so widely used in Florida that the cost is relatively low.

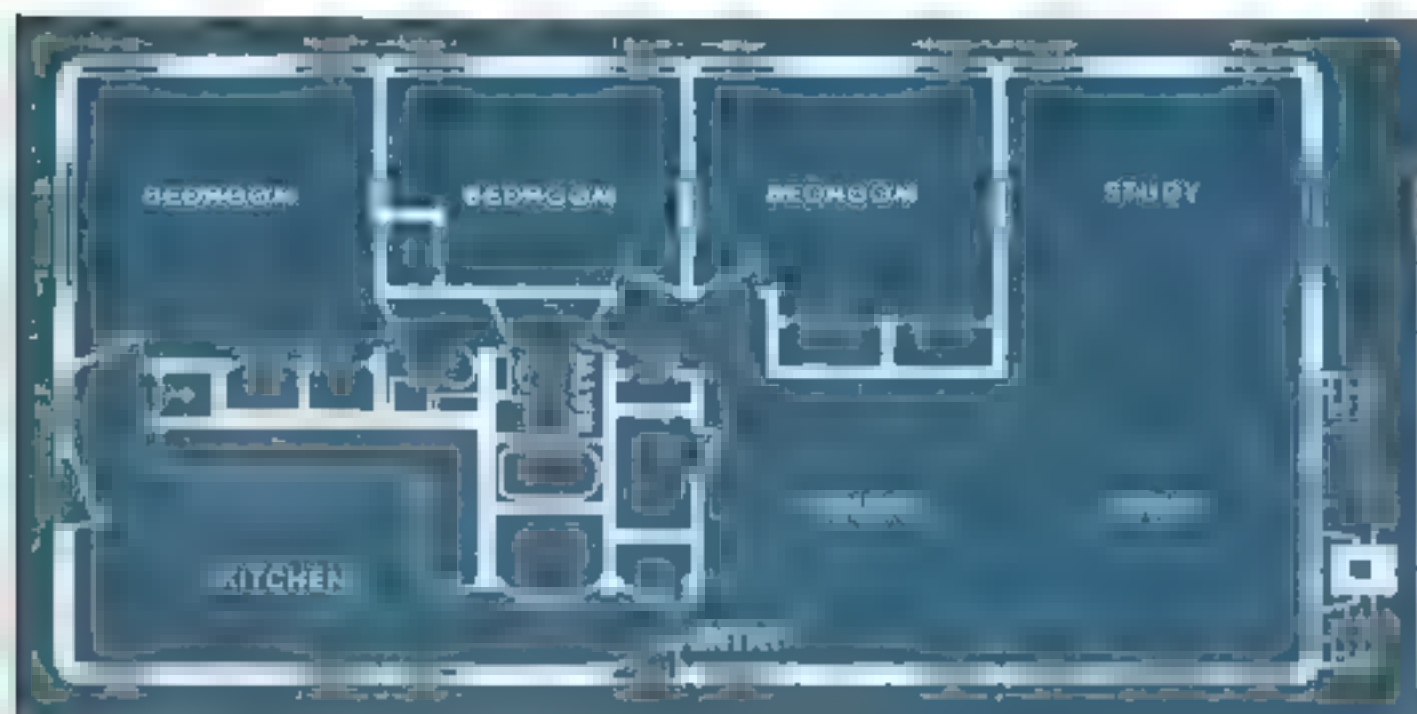




**PLEASANT GROUNDS** are achieved by spacing houses irregularly. Here neighboring house is partially screened by storage shed (left center) so house has a private garden.



**RECTANGLE PLAN** packs three bedrooms, a study and an outsized kitchen into small space. The long, open living and dining area 12'x24' gives the house a spacious feeling.



## NATURE PRESERVED IN A TRACT

Hollin Hills outside of Washington, D.C. has long been a model community. Planned by Charles M. Goodman Associates and built by Robert Davenport, its site plan and road layout have spared the wooded countryside and the natural hills. Each plot is a minimum of  $\frac{1}{4}$  acre. The houses are scattered to suit the natural terrain and to save as many trees as possible. The surroundings have been kept rural; there are no sidewalks. The house above and opposite, one of the new models, cost \$11,500 without lot. Including the storage shed (as shown above), it has 1,270 square feet of space. To keep costs so low Davenport builds exterior walls, roof trusses, gable panels and door frames off the site in a covered shed. This keeps carpenters busy in all weather, makes work quicker, cheaper.

**WINDOWLESS SIDE** is presented by the house to the street. Living room wall (left) has a long louvered strip for ventilation. At center a free-standing wall of Florida cypress shields the court from the street. Most rooms open onto this court.

**INGENIOUS PLAN** puts entrance to house at left of the cypress wall opening into a covered walk that goes around three sides of the court. Cover over walk helps keep house and patio cool. provides a sheltered access to carport at right.



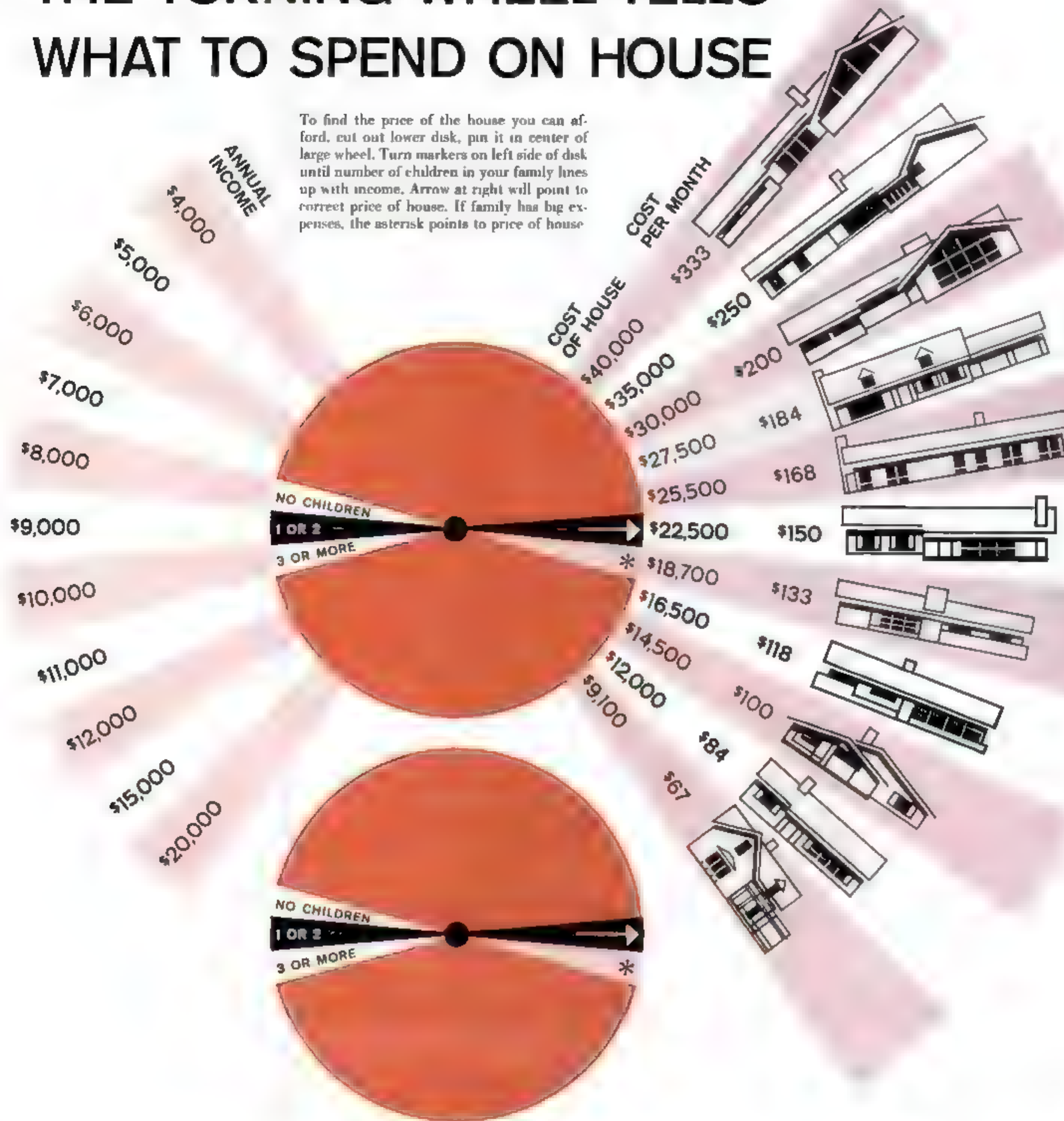
## TAILORED TO FIT EACH FAMILY

In Tampa, Fla., Builder Matt Jetton has been trying out a new idea with great success. His theory is that people in the \$14,000-and-up home bracket do not want to live in look-alike houses and that they have ideas of their own which they want incorporated into their homes. The three-bedroom Jetton house (above) owned by Mr. and Mrs. Robert Coxey cost \$15,800 with lot and includes many of the Coxey's own notions. Before it was built they talked with Betty Wild, Jetton's designer, told her what they wanted. Wherever the ideas were practical and not too expensive they were adopted. More than a third of Jetton's houses are built in this semi custom-design way. Jetton helps keep the cost of the houses down by buying materials on the basis of a projected year's production. These savings offset the extra cost of letting buyers have a say in the design.



# THE TURNING WHEEL TELLS WHAT TO SPEND ON HOUSE

To find the price of the house you can afford, cut out lower disk, pin it in center of large wheel. Turn markers on left side of disk until number of children in your family lines up with income. Arrow at right will point to correct price of house. If family has big expenses, the asterisk points to price of house.



## WISE INVESTOR GOES THE LIMIT TO BUY BEST HE CAN AFFORD

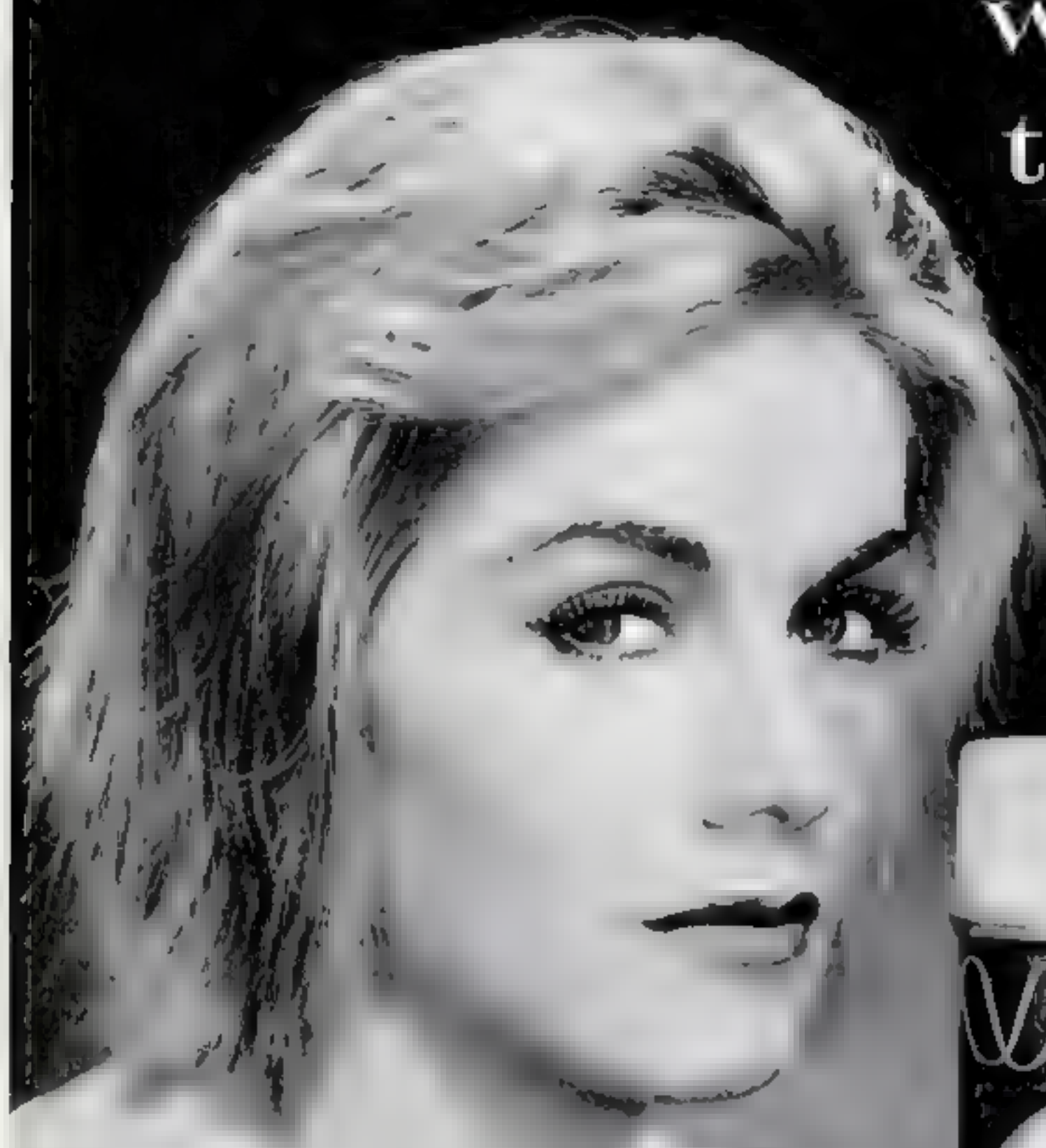
The better the house a buyer can afford, the more money he will save in the long run. Upkeep is likely to be less. Resale value is greater. Since the average homeowner today buys a new house every seven and a half years this is something to consider. The wheel chart above tells a buyer approximately how much he can pay for a home. Two factors are used on the chart: annual income and number of children. When the small wheel is placed on the large wheel, as set down in the instructions at top of page, the appropriate price of a house is shown. As an example, assume that three families are using the wheel. Family 1 earns \$8,000 a year, has no children; family 2 earns \$9,000 a year, has one or two children; family 3 earns \$10,000 a year, has three or more children. All three families can afford the \$22,500 house to which the arrow points. If, however, they have extraordinary expenses, the asterisk, right, indicates the proper price: only \$18,700. If taxes on the house are high, or if the

family is making many short-term credit payments or has big school bills or spends a larger than usual share of income for food, entertainment or travel, then the price of the house will have to come down.

The figures in the chart are based on the judgment of many housing authorities who believe that the average family can afford to spend 20% of its annual income on mortgage interest, reduction of mortgage principal and real estate taxes. Costs per month on the right hand of the wheel are allotted 15% for taxes, the rest for mortgage interest and amortization. Down payments, not included in the 20%, become larger as the house costs more. A family with an income of \$20,000 that can afford to pay \$40,000 for a house would make a down payment as high as \$15,000. A family with an income of \$4,000 that could pay only \$9,100 for a house would put down about \$300. To get the best value, incidentally, this low-income family should buy an old or middle-aged house.



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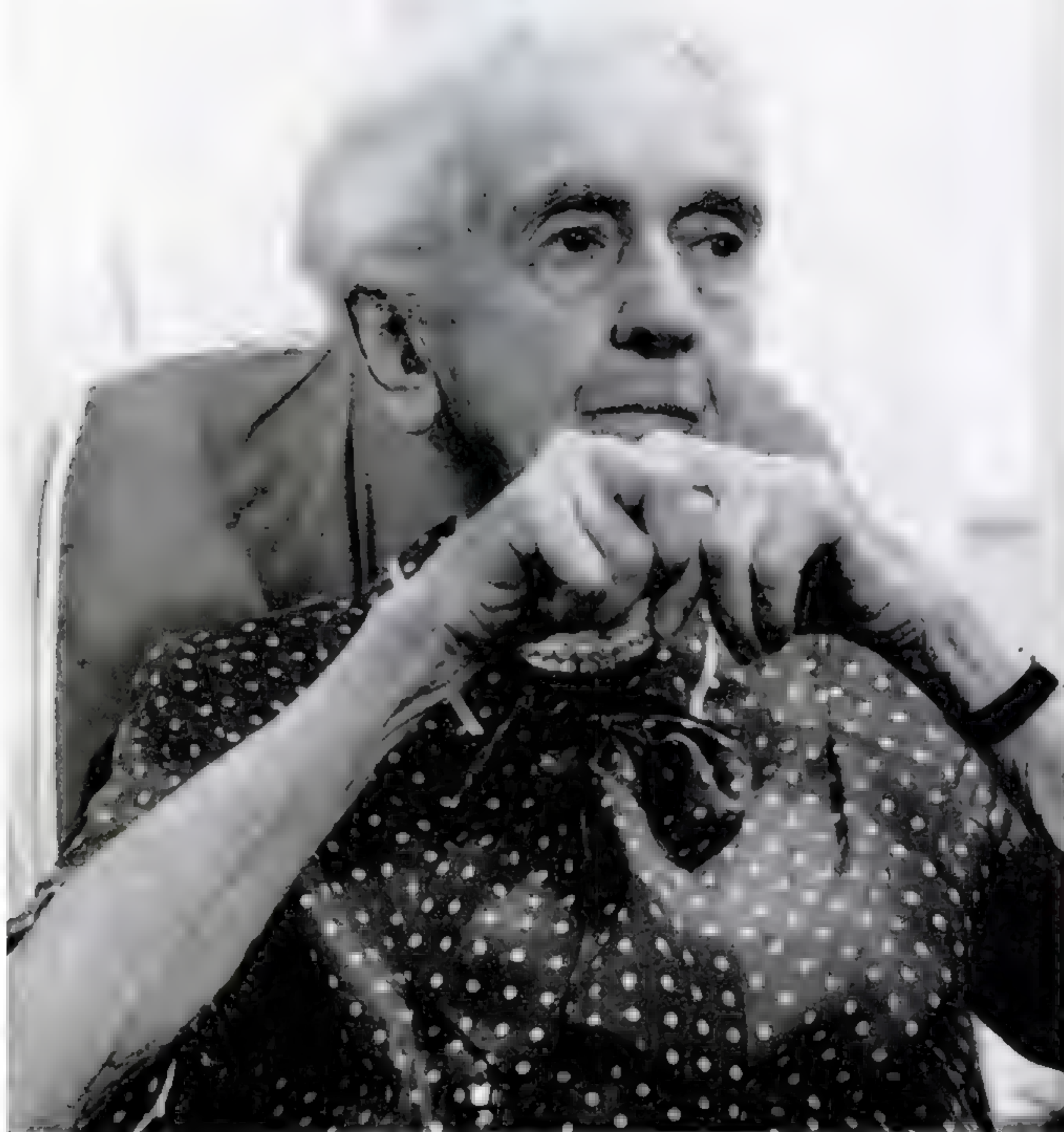
Best of all, Natural Wave is *invisible*! Its spray is an exclusive Micro-mist so fine it's never stiff or sticky. Natural Wave *can't* cake, flake, or darken the lightest hair. For the softest, cleanest, most care-free curls you ever swirled your comb through, set your hair with Natural Wave by Max Factor.

Look for the royal blue and gold label at better stores everywhere! \$1.50 plus tax

MAX FACTOR CO.

# Natural Wave by Max Factor





## Aged Lover of Ancients

At her Maine summer home, 91-year-old author, Edith Hamilton, explains her dedication to ancient Greece (see page 79).

*"I came to the Greeks early and I found answers in them. Greece's great men let all their acts turn on the immortality of the soul. We don't really act as if we believe in the soul's immortality and that's why we are where we are today."*



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7¾ inches high . . . 10½ inches wide. Trim! Compact! Tiny!

But size is all that's tiny about the new Argus M-500. The pictures are *big* . . . screen-filling . . . brilliant . . . and smooth in motion!

That's because its new Sylvania Tru-Flector Lamp concentrates more light on your screen than has ever before been possible. That lamp is a *wonder*!

Now, some statistics: Film reel capacity: 400 feet. Loading: A snap . . . just snap in the 8mm film. Lens: f:1.5 anastigmat in spiral mount for accurate focusing. Shows forward, reverse and stills. Rugged aluminum case and cover.

This could go on and on. Look. If you have \$89.95 (or even \$8.95 for the down payment) you can carry your very own Argus M-500 home tonight from almost any Argus dealer. Why shouldn't *you* be the best movie show-er in town?



**argus**  
Argus Company, Ann Arbor, Michigan  
ANOTHER FINE SYLVANIA PRODUCT



## She Glorifies Greece's Golden Age

**G**REECE never lost sight of the individual, and I'm afraid we have," says Edith Hamilton. "That frightens me much more than the Sputniks and the atomic bombs. Greeks thought each human being different and I take a lot of comfort in the fact that my fingerprints are different from anybody else's."

The wise Miss Hamilton, still sprightly at 91, has long taken the ideals of ancient Greece as her own. Recognized today as the greatest woman classicist, she was made an honorary citizen of Athens (*LIFE*, Aug. 26, 1957). "Though we have just a remnant of it left," she says, "ancient Greece changed the whole history of the world." She writes of that remnant with wide-eyed warmth in several fine books including *The Greek Way* and *The Echo of Greece*, products of her enchantment with the ancients, especially the Athenians of the Fourth Century B.C.

Miss Hamilton turned to writing about Greece at 60, after retiring as headmistress of Bryn Mawr School for girls in Baltimore. Born of American parents in Dresden, Germany, she grew up in Indiana where her father started her reading Latin when she was 9 and convinced her it was not at all unladylike to be learned. The character of that learning has been preserved on film by NBC-TV's stimulating *Wisdom* series which recorded a conversation with Miss Hamilton while she was vacationing in Maine. She guessed that the Athenians would not approve of TV, and between sessions with the film crew slipped off to read detective stories. "I guess I'm too old for modern prose—or modern poetry or art. No Greek ever thought it was interesting or delightful to write sentences that made no sense."



STANDING on the rocks lining her stretch of the Maine seashore, Miss Hamilton imparts bits of Greek lore to two young friends.

*"A Greek would not have understood anyone who told him children should be taught in large bodies exactly the same thing. And in her few years Greece brought forth more geniuses than any country ever has."*

CONTINUED



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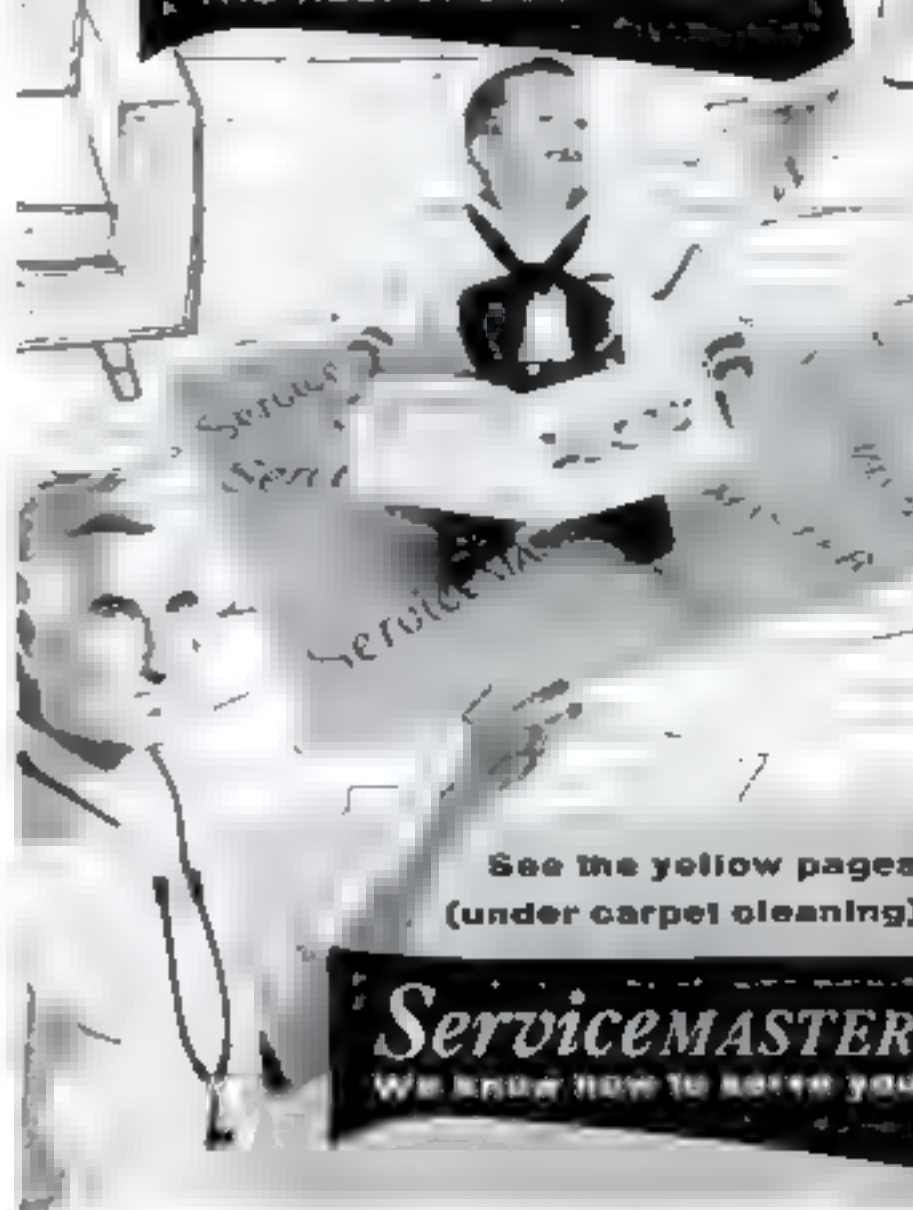
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(under carpet cleaning)

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irresistible aroma that women welcome, too. A happy marriage of  
five great tobaccos that custom blenders admit would cost  
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**THE HOUSE OF EDGEWORTH**  
Lor. & B. Co. Inc. P. O. Box 1000, N. Y. N. Y.



AFTER a late-afternoon walk by the sea,  
Edith Hamilton carries fireplace logs into the house,  
firmly declining offers of help from her juniors.

*"Old people who do not get out into the air to  
exercise soon cannot even get out of bed to work and  
I do not want that to happen to me. I have a lot  
of work to do yet and there is no end to the reading  
and thinking I must do before I can finish it."*



On the porch, Miss Hamilton reflects on how life  
would have been much different for her  
had she lived in the ancient Athens she so loves.

*"I think I'm a little better off in this century. In  
Greece then women were allowed in  
the theater, but that's about the only public  
place. There were a lot of men in the market place  
you would not want your daughter to run up against."*



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## Dispensomat injects any or all wonder products...automatically

### Adds Correct Amount to Wash and Rinse at the Right Time

At your command, automatically...all the wonderful new washday products invented, to give you the most luxurious laundry ever! You simply preload the new Norge Dispensomat with liquid or powdered detergent, bleach; water conditioner and fabric softener. No pre-mixing...just set it and forget it!

Each product is dissolved in water and dispensed automatically *at the right instant of the wash and rinse cycle* to give you results like this...

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**Whiter with BEADS-o'-BLEACH!** The safe, dry chlorine bleach for the whitest clothes possible. Also excellent for removing spots and stains.

**Brighter with WATER CONDITIONER** for soft-water super rinse.

**Softer, fluffier with STA-PUF** that restores luxurious new texture to all wash-matted towels, baby things, sweaters and linens. Makes ironing easier, too.

It's a real beauty treatment for all your clothes that no other automatic washing method can match.

#### New! Automatic Lint Filter

Teams up with overflow rinse and sediment remover for 3-way filtering of lint, scum, sand.

#### MATCHING "Fabric Formula" NORGE DRYER

Saves ironing! Saves your clothes! 4-way drying, 4 heats, automatic "Wrinkle-Out", 3-position Hamper-Dor



Model AWW-502 Washer  
& Model ED-500 Dryer

### Special

- Two-cycle washing
  - Automatic Lint Filter
  - Exclusive "ball point" edged agitator
- All at budget price!



Model AW-250 Washer

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Put the flavor of Italy in your everyday meals with  
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Tempt your family with thrifty Beefaroni. Italy is just a bite away with  
this juicy beef, tender macaroni, and tangy tomato-cheese sauce.

Children love this hearty dish . . . company does, too. And how you save!

Just heat and serve for only about 14¢ a serving.







THE BOYS IN 1944 WERE A HANDSOME HANDFUL: DENNIS, 10, LINDSAY, 6 AND PHIL, 10, IN FRONT, GARY, 11, BEHIND THEM

## BING'S BOYS ON THEIR OWN

**Four ambitious and talented Crosbys work hard for careers, play hard too**

It was, these days, a rare occurrence. All four of Bing Crosby's grown sons were at home, lolling before their father's house in Los Angeles, clowning through an impromptu barbershop quartet (see cover). After their handsomely youthful days in the family (above), Gary, 25, the twins, Dennis and Phillip, 24, and Lindsay, 20, have gone exuberantly on separate ways.

They remain, says Phil, "about the closest brothers I've ever seen." But with Bing married to Actress Kathy Grant and a father again, the boys now more than ever stick to themselves and their own pursuits. They are

sturdy, vigorous and well-fixed—from trust funds set up by the family and oil interests inherited from their late mother, Dixie. All of them sound amazingly like their famous father and all share his liking for fun and excitement, which they often find in Las Vegas (next pages). They have inherited and used some of their father's musical talent, quick wit and business sense. They have also made good, though restrained, use of his fame and his guidance but strictly as stepping stones to careers they very much want—and have begun—to carve solely on their own merits.

THE BOYS TODAY, LINDSAY, DENNIS, GARY AND PHIL CROSBY, RELAX WITH THEIR FATHER'S LABRADORS ON FRONT STEPS OF BING'S LOS ANGELES HOME



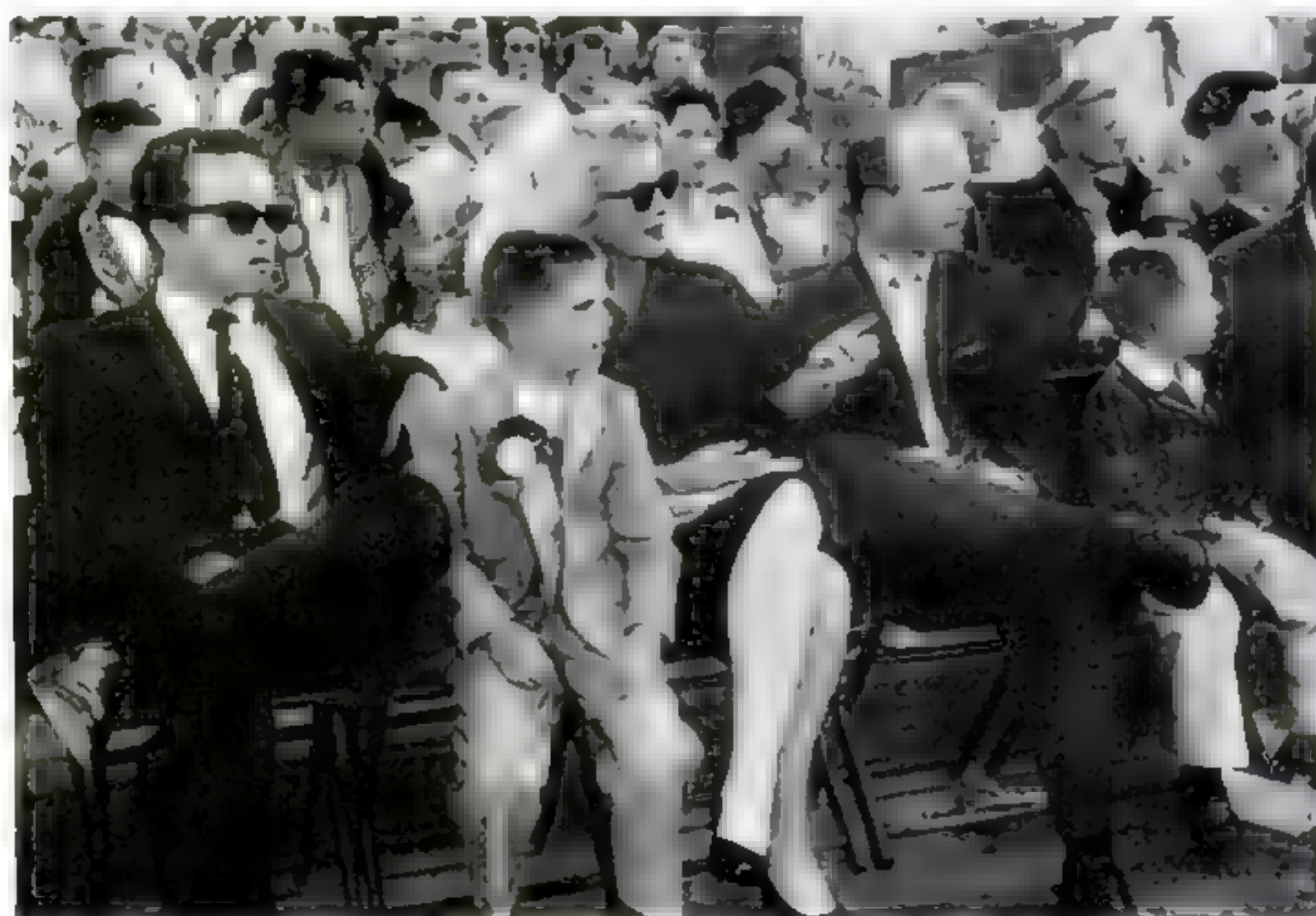




FLANKING A BRUCE OF BEAUTIES, LINDSAY DWYER AND PHIL ENJOY THE SUNDAY AFTERNOON SUN IN LAS VEGAS WITH THEIR DATES, 20TH CENTURY-FOX

## Time out for beauties as respite from duties

On a recent weekend three of the boys—Lindsay, Phil and Gary—were in Las Vegas. Only Dennis, now married to showgirl Pat Sullivan, who expects a baby in January, could not be on hand. The boys' trips to ventures in Vegas have tended to coincide with equally important leave for show-business success. Three of the four boys have movie recordings. Lindsay, still in the Army, hopes to combine singing and college when



REVIEWING A PARADE as honorary marshals at a Coker Co. California Festival, Lindsay (left)

and Dennis sit with Dennis' new wife, Pat, and her 6-year-old son by a previous marriage, Duke



A HAND FOR BUSINESS, Phil joins partner making deals at one of two states he invested in





STAIRCASE JUNE BLAIR TROPICANA HOTEL SHOWGIRL SANDRA DREMMOND

he gets out. Dennis has just started a disk jockey show in Los Angeles and hopes to make his first records soon. Phil, still in college and majoring in radio-television, has just recorded his first songs—with a proud assist from his father (next pages). But it is Gary's career that has come farthest. In Vegas he was letting off steam from the last days of shooting on a new movie, *Marli Gus*, in which he reveals a flair for acting



CENTER OF ATTENTION and unhappy about it. Lindsay struts to duty past staring GIs in a chow line at Fort Ord, Calif., where he was a supply clerk.



PLAYING IN THE POOL, Lindsay balances June Blair during a Sunday afternoon lark in Las Vegas. They met when she was voted Sweetheart of Fort Ord.





**CHARMING AN ADMIRER.** Gary obligingly autographs autograph for 12-year-old Vicki Weisbart, who was visiting the studio where Gary was making a movie.



**MUGGING IT UP.** Gary performs for a friend. Actress Mary Ford Sunday night in a private lounge in Las Vegas. He had had fight with an earlier date.



**LIVING IT UP.** Gary squired Showgirl Simon McQueen to New York supper club on a visit in early summer shortly after he ended Army service in Germany.

## BING'S BOYS CONTINUED



**ON THE SET** Gary rehearses a scene from the musical *Meet Gary* with his star Tommy Sands (center) and Pat Boone (right) at 20th Century Fox Studio.



**LIFT FROM PHIL** carries Sandra DeLoach through the tropical pool during a Sunday afternoon romp. They had been spotted in a rooming.

**ACCOLADE FROM DAD** greets Phil's release at *Time* and *Rolling Stone*. Bing's droll comment is at the end of the record. By Dave Karger.

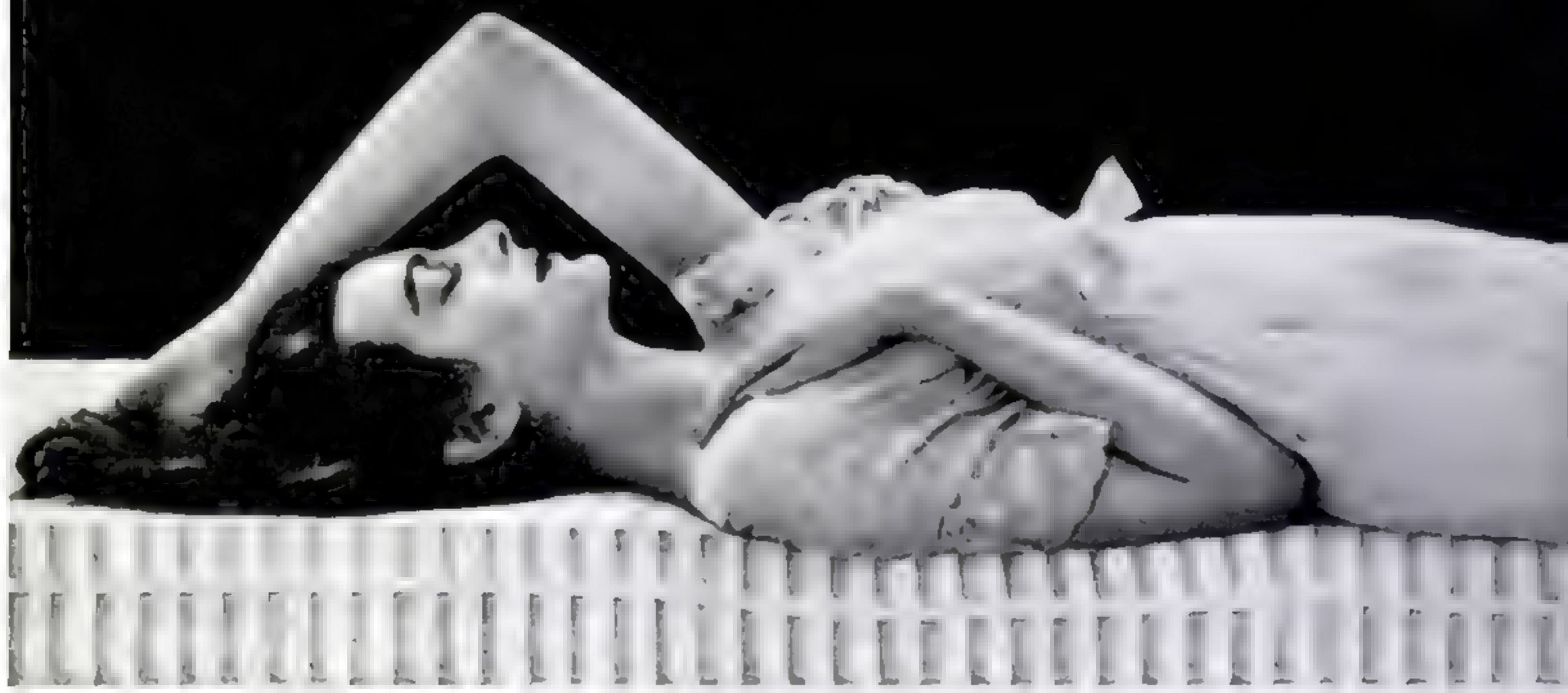






Don't settle for a

modern living demands



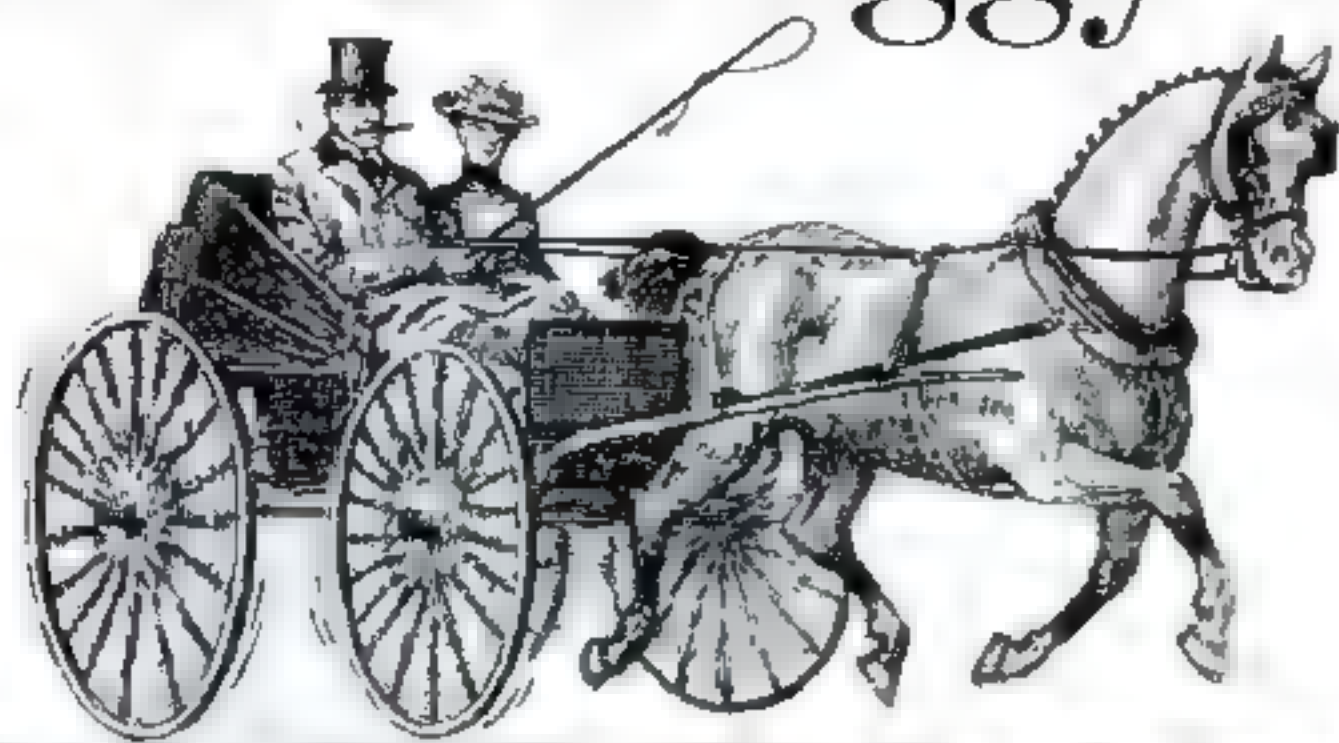
for the new sleep...U.S. Koylon® Foam

You don't read by oil lamp, draw water from the well, or cook over the fire, do you? Then why sleep on an outmoded horse-and-buggy type mattress? Remember, please, that the pace and pressures of the new world cry out for *the new sleep*, and that only a fine foam like U. S. Koylon Foam can give it to you. Angel light...creamy white...and filled with air...modern Koylon supports you totally, blissfully, and more

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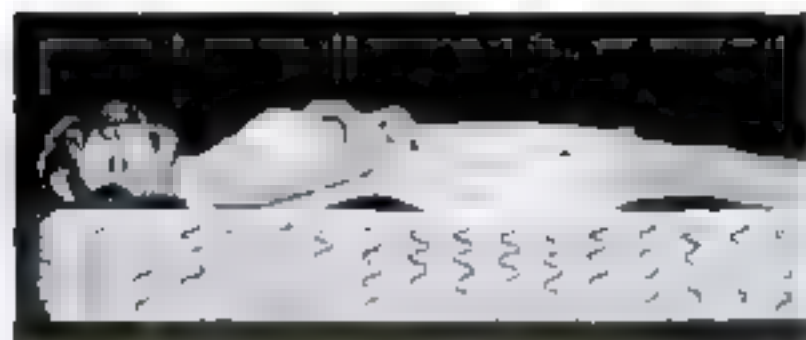
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# Tussy deodorants give after-the-bath freshness for 24 hours

Tussy's fine deodorants stop perspiration odor, check perspiration moisture... for a full 24 hours. Gentle enough even for sensitive skin because they're acid-controlled. *Roto-Magic* rolls on quick-drying liquid, comes in an unbreakable case, \$1.00. *Cream Deodorant* smooths on daintiness, stays creamy down to the last smidgeon in the jar, 50¢ and \$1.00. Also *Deodorant Stick*, handy purse size protection, \$1.00. All prices plus tax. In Canadian Countries, too.

©Tussy, 443 Park Avenue, New York.





# The People's Stock Market

OPTIMISTIC AND UNPREDICTABLE BUYING  
BAFFLES WALL STREET'S PROFESSIONALS

by ERNEST HAVEMANN

**R**ECENTLY the top men in Bache & Co., one of the nation's largest and most respected brokerage houses, sat down in a policy meeting and pooled their best judgment on the present state of the stock market and its future probabilities. Their consensus was announced to customers next day in a bulletin which said that 1) the market was showing every sign of going higher, and 2) this would be a fine time to sell stocks, take a profit and get some nice money in the bank.

This apparent contradiction—the advice to sell stocks just when they could be expected to increase in value—was only one of the strange paradoxes which have cropped up in Wall Street in recent months. Within the memory of the oldest brokers now alive there has never been a market like this one. The U.S. has been in a major recession; it has been threatened with a shooting war in the Middle East. Yet the market has climbed merrily onward and upward in utter defiance of all rules of logic. As one broker said, "This market is like the Indian rope trick. It goes up, but nobody can understand why."

Among those most baffled by the buoyancy of the market are many of the men who make their living in Wall Street. A majority of the professional traders and specialists on the floor of the New York Stock Exchange have been pessimistic in recent months and consequently many of

them have taken some heavy losses. One disgruntled trader said last week, "The only people who've made money in the market this year are the people who can't read." Said another, "Nobody's been bullish but the public—but I guess you can't discount the public any more."

In July of 1957, just before it became obvious that we were in for a recession, the stock market was close to its all-time peak. The Dow-Jones industrial average, made up of the combined quotations on 30 representative manufacturing companies such as U.S. Steel, General Motors and General Electric, stood at 521. But from July to October, as more and more people caught on that U.S. business was in trouble, the market dropped until the Dow-Jones average was only 420.

At this point and in the winter months that followed, a number of the traders and specialists on the floor of the New York Stock Exchange expected far more trouble ahead. There were as yet no signs of a business recovery. If anything, business was getting worse. Under these circumstances oldtime traders were bound to recall what happened when the 1929 market collapsed.

Yet even while the brokers exchanged gloomy predictions, a new bull market was unaccountably getting under way. The public was buying. Business news got worse but the market got higher. As of last week, with five million still unemployed, with more dividend cuts

CONTINUED

*Stock market, with more small investors than ever, has shot up like beanstalk*







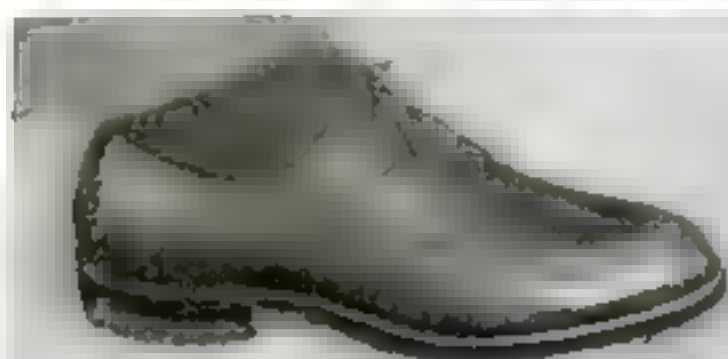
13218 New South-Toe Brogue in mellow Burnished Chestnut leather

## Focus on Fall:

### Autumn's glow in hand-stained leather

Now—the browns of Autumn hand-stained into mellow leather... Burnished Chestnut. This glowing grain takes a shine and keeps it—blending happily with your deep-tone clothing. Your Bostonian dealer is featuring Burnished Chestnut shoes now...they're pre-tested to fit right, feel right, from the start. Try a pair and see.

#1 New Men's Shoe in the World—Burnished Chestnut leather



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Most styles \$17.95 to \$29.50. Also makers of Vanshields and Bostonian Jax.

## VARIED WALL STREET VIEWS

Here seven leading Wall Street analysts give their sometimes conflicting opinions of the current state of the stock market. Every potential investor should remember that 1) it is wise to buy these

### LEWIS L. SCHEFFRACH, STANDARD & POOR'S CORP.

Stocks may be somewhat high right now, but because the long-term future looks so bright we're not urging any of our clients to do any general lightening up at this point. We especially like the chemical industry. We also think the steel industry has a fine future.

### S. B. LURIE, JOSEPHITHEAL & CO.

We might have a sharp technical reaction from today's levels any time, but this would be only natural, normal and healthy. Selectivity is the key to buying stocks in a market like this and my favorites for the second half of 1958 are in the rails (Northern Pacific), building (Plunkett), electronics (Philco), glass (Hatcher), oil (Fidewater), meat packing (Wilson) and automobiles (Chrysler).

### HAROLD A. SCHREDER, GROUP SECURITIES, INC.

If the market holds at these levels for the 12 to 18 months that we estimate is needed for full economic recovery, it will be a great act of levitation. In general the growth and cyclical stocks such as petroleum and rails, which have been hardest hit since the recession started, should make the next big upward move when the time comes. Before the recession we were buying defensive stocks like foods, tobaccos and utilities, but these types of stocks seem to be losing their attractiveness. Future purchases should be selectively slanted in the direction of the long-depressed dynamic stocks such as automobile and mining.

### PIERRE BREFFY, DAYDEN, STONE & CO.

For the first time in many years it looks as if the federal government, the public and even the local communities are getting worried about the railroads and willing to help relieve them of some of the factors which have been draining away most of their profits. On any dip in the market, selected, high-efficiency rails should be a good buy.

## STOCK MARKET CONTINUED

possibly on the way and with U.S. soldiers still under arms in Lebanon, the Dow-Jones industrials stood at 513.41—a mere 1.5% under its all-time peak—and still seemed to be pushing upward. The professionals were shaking their heads. "What kind of a recession do you call this?" one of them demanded. "It looks to me as if people just quit buying cars and washing machines and bought stocks instead."

There used to be a stock market adage that the public was always wrong. When the little fellows who dealt in only a few shares at a time were buying, professional traders often figured it might be a good time to sell. When the little fellows were scared into selling, the professionals figured on picking up some bargains. Lately this theory has not been working at all. In the last six months the chief factor in setting stock market prices seems to have been a whole army of little fellows all feeling pretty much the same way, namely optimistic. The question is whether the little fellows are going to continue to have their way or whether they have driven the market up so high that it must surely fall off its own weight. This is the great debate now raging in Wall Street.

One thing is sure: the public that buys stocks is bigger and more influential today than ever before. On the average, 500,000 new customers a year have been getting into the



In past, public went one



## ON WHAT THE PROSPECT IS

stocks (or any others) only following detailed consultation about his own financial situation with a broker, and 2) it is unlikely that he can play the stock market successfully for quick profits.

GEORGE WEISS, BACHE & CO

If I were starting a buying program today I would favor the domestic oils, especially the crude oil producers who constitute the best hedge against inflation. The rails also look good; they should show improved traffic very soon, especially with this year's big wheat crop to move. Other companies that should do better than average in the near future are those that will benefit from the vast highway building program that is about to get under way—Caterpillar, Bucyrus-Erie, Allis-Chalmers, Lone Star Cement, Ideal Cement and Raymond Concrete.

ERLING OLSEN, FITCH ADVISORY SERVICE

When we get into the final quarter of 1958, we'll find that the business picture justifies the present rise in stocks. We'll see the Dow-Jones average back to its 1937 peak before the end of the year and a new bull market high some time in the first half of 1959. We especially like the manufacturers of heavy machinery, the office equipment companies, aircraft manufacturers, oil companies, natural gas producers, building materials, construction machinery and the automobile accessories.

RUSSELL LEAVITT, MOODY'S INVESTORS SERVICE

Most investors buy stocks because they hope they will go up. My advice to them would be not to rush things right now. Quite a few stocks should be selling lower in the next few months than they are selling now, and I hope that by then the atmosphere might be less excited. If you must buy now, the best values are not in the so-called name stocks but in issues of lesser quality that have their own individual possibilities and that have not been overlooked—for example, Union Oil of California or North American Aviation. For income rather than growth I would suggest some of the good utility stocks like Niagara Mohawk which yield around 3% and can be counted on to grow a little every year.

market and 8.6 million Americans now own some kind of common or preferred stock. About 100 million more Americans own stocks indirectly—that is, they have put their savings into insurance companies or company pension plans which have in turn invested at least part of the money in stocks. To an extent which our founding fathers could never have foreseen, we live today under a genuine people's capitalism, in which the stock market has become everybody's business.

In one sense many of today's stockholders are the merest amateurs, the most innocent babes in the woods. Their optimism and ignorance are enough to make any old stock market wolf drool. So naive are they that it is actually a mistake to apply such time-

honored terms of the trade as "bullish" to the present market. A good many millions of shares of stock in American industry, it is safe to say, are now owned by people who have never heard that a man who expects a rise in the market is a "bull" and a man who expects a decline is a "bear."

It is estimated that over a million of today's stockowners have never been in a brokerage office or even talked to a stockbroker over the telephone. They either got the stock as a gift, inherited it or, most likely of all, bought it through a stock purchase plan in the company for which they work. There are other share owners who have gone to a broker but only to hand him a sum of money and ask him to buy what he considered best for their purposes. Many others own



way, brokers the other

CONTINUED



## Why is Mrs. Brown beaming?

Her son just telephoned from out of town—she has a brand-new granddaughter! Next time you have good tidings for someone, share it the quick, easy way—by telephone.

Maybe there's a call you should make right now.

### YOU SAVE MONEY WHEN YOU CALL STATION-TO-STATION Instead of Person-to-Person

For example:	First 3 Minutes Person-to- Person	Station-to- Station	Each Added Minute (applies to all calls)
Buffalo to Cleveland	85¢	55¢	15¢
St. Paul to Chicago	\$1.20	80¢	20¢
Boston to Norfolk, Va.	\$1.40	90¢	25¢
Milwaukee to Philadelphia	\$1.80	\$1.20	30¢
San Francisco to Detroit	\$2.85	\$1.90	50¢

These rates apply nights after 6 o'clock and all day Sunday.  
Add the 10% federal excise tax.

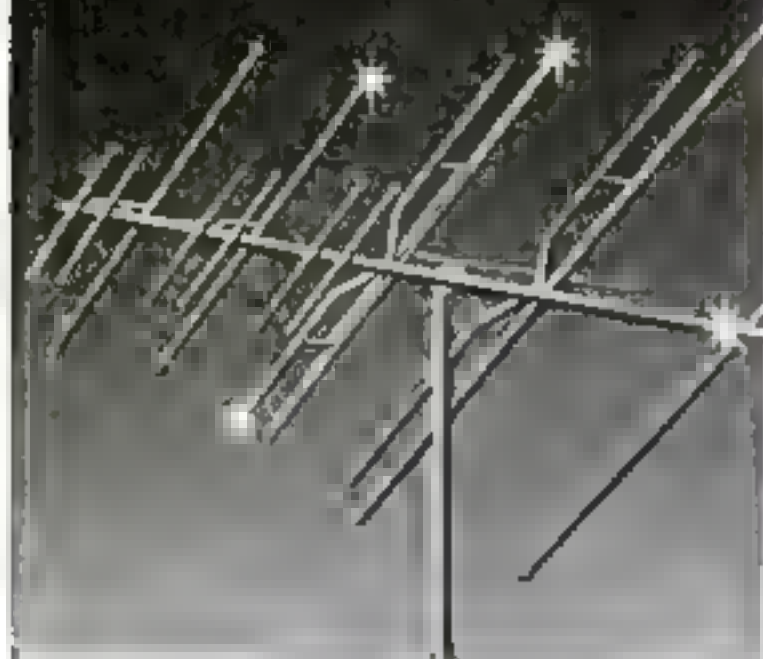
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This **WINEGARD**  
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FOR BLACK & WHITE OR COLOR RECEPTION

### Here's why:

If you live near strong TV stations, you need the search-light directional characteristics of the Color'ceptor that allows only the wanted picture signal to be picked up, shuts out ghosts and interference. Color'ceptor makes your pictures crisper... sharper.

If you live at a great distance from stations you need terrific power sensitivity to pick up and strengthen even the weakest signals. The patented Electro-Lens design of the Color'ceptor provides that power, works equally well on all 12 VHF channels and with any TV set, black and white or color. And Color'ceptor sharp directivity shuts out stray signals from co-channel interfering stations.

If you own or plan to buy a color set, an antenna is far more critical on color reception than on black and white. Winegard Color'ceptor has been proven in thousands of color installations.

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#### Exclusive Color'ceptor features

- Pat. Electro-Lens design concentrates the full signal—feeds it to your set, bright and clear—free of interference.
- Gold anodized finish—can't corrode.
- Power-Pack adapter—PLUG-in unit adds 7 extra elements to Color'ceptor when maximum performance is needed in tough reception areas.
- Satisfaction Guaranteed in writing

Ask your dealer to install a Color'ceptor today. See better TV tonight!

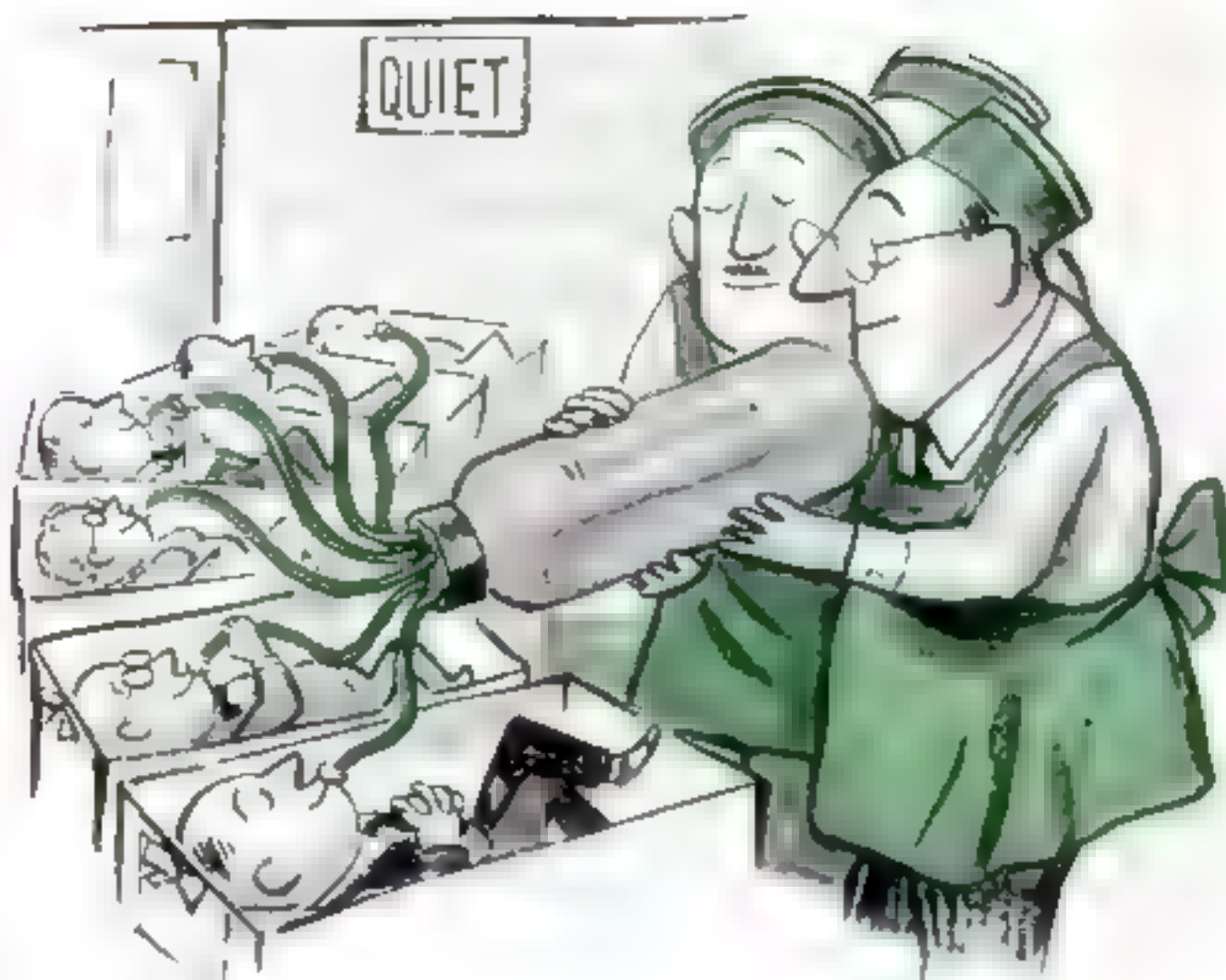
Price—\$29.95 Power Pack \$14.95

Write for Folder on complete line of Winegard TV - FM and antenna kits from \$6.95.

Pat. No. U.S. 2,700,105 • CANADA 511,984

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People who are not market-wise take profits easy way  
by letting professionally run mutual funds be the doctor.

### STOCK MARKET CONTINUED

nothing but shares of mutual funds, often bought on a monthly payment plan. This is the lazy man's way of getting into the market, for the investor simply puts up his money and trusts the management of the mutual fund to do something profitable with it. All in all there is a sizable bloc of shareholders who seldom if ever look at the financial pages of a newspaper, have no idea what their stocks are worth at the moment and are only vaguely aware of whether the market has been going up or down.

But in a very important way the new investing public is much smarter than the people who used to try to "play the market" on a shoestring in competition with the professionals. For all its recent exciting activity, the stock market of 1958 bears no resemblance to the speculative spree of 1928. In those days most laymen who got into the market did so strictly as a gamble. They bought stocks on the narrow margin (down payment) of 10% or 20% and hoped to make a quick killing and get out fast. Today's man in the street usually buys stocks as he would buy insurance or make regular deposits in a savings account. He is in the market for the long pull, and temporary setbacks do not discourage him.

This is the only way, it so happens, that the amateur can consistently make money in the stock market. The professional traders, watching the ticker tape hour after hour as it records each of the day's transactions, often seem to develop a sixth sense of guessing what will happen in the next hour or the next day. These pros can make a living buying and selling big lots of stock for a point or two of quick profit—and they incidentally perform a useful service by helping to keep the market active and liquid. But theirs is a full-time career of the most exacting kind, requiring almost unlimited amounts of capital, experience, patience, instinct and nerve. Any layman who tries to do it on a part-time basis is almost certain to go broke.

The fact that few people are trying to get rich quick in the market is quite a tribute to the modern brokerage business. The most profitable kind of customer a broker can have is the man who tries to get rich quick by jumping in and out of the market whenever his hunches begin to vibrate. Brokers operate on very small commissions. They charge only \$46.50, for example, to buy a customer 100 shares of U.S. Steel costing \$7,500. The customer who buys 100 shares of Steel, puts them away, then buys another 100 shares two or three years hence is hardly going to make his broker rich. The customer who buys 100 shares this morning, sells them this afternoon, then switches to 100 shares of American Cyanamid tomorrow pays a lot more in commissions. Yet modern brokers consistently discourage amateurs from trying to speculate in the market. Enlightened self-interest tells them that a customer who goes broke once is lost forever, but a customer who makes money in the market is likely to come back again and again.

Today's stockholders also have the benefit of much sounder advice than was ever available in the past. In the 1920s most stocks were bought on the basis of gossip. Even the most reputable and well-meaning brokers used to call up customers and say, "Mr. Smith, we hear Auburn is hot right now." Mr. Smith would say,

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even with buffering for  
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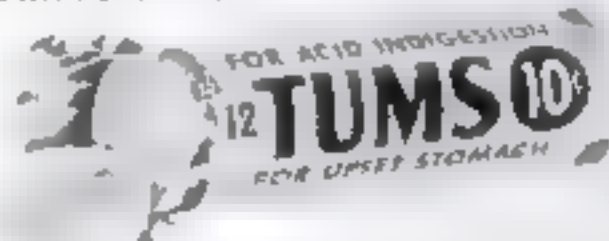
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CONTINUED





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Incredible, but true!  
Latest, greatest achievement  
in beautiful dresses is  
made possible by **DACRON**  
REG. U. S. PAT. OFF.

New *automatic wash and wear*\* dresses perform like no dresses you've ever owned before. They . . .

- go through the complete washing-machine cycle
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Touch-up pressing is seldom needed, because the machine dryer does this chore for you. And that's not all. After wearing, if a light pressing is needed, the dryer can do this chore, too. In 5 to 10 minutes your dress comes out neat and smooth . . . pleats in, wrinkles out . . . fashion as you want it, when you want it.

Shop now at your favorite store for *automatic wash and wear* dresses made with "Dacron"—and enjoy this new-found freedom from care. For "Dacron"™ polyester fiber builds *automatic wash and wear* ease right into these fabrics—does not rely on finishes that can wash out or deteriorate. And "Dacron" is strong—strong enough to give you *automatic wash and wear* performance that lasts the life of the dress.

Find out all about this exciting fashion achievement. Write today for the booklet "Automatic Wash and Wear of Du Pont Fibers", E. I. du Pont de Nemours & Co. (Inc.), Room N-5506, Wilmington, Delaware.

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**BY WESTOVER.** (Left) The pleated plaid "put-over" in 65% "Dacron" and 35% rayon. Plaids or solids of red, brown or blue. Sizes 10-20. About \$18. (Right) The classic collared sheath in 65% "Dacron" and 35% rayon. Solid tones of heather grey, green, royal, brown or rust (also in plaid). Sizes 10-20, 12½-22½. About \$18. Both dresses slightly higher

in the West. At Gimbels, N. Y.; The Higbee Company; Strawbridge & Clothier; Hochschild, Kohn & Co.; The Hecht Co., Washington; Carson Pirie Scott & Co.; Dayton's; Famous-Barr; The White House, San Francisco; The Outlet, Providence; M. O'Neil Co.; E. W. Edwards & Son; Jordan Marsh, Miami; Joseph Horne Co.





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## STOCK MARKET CONTINUED

"Great, buy me 1,000," without having the faintest idea whether Auburn was making or losing money, whether it was on the verge of increasing its dividend or going into bankruptcy, perhaps even without realizing that Auburn made motor cars. (Both cars and stock have since disappeared.)

Under today's federal regulations all listed companies have to make regular reports on their operations, income and balance sheets. Brokerage firms employ several thousand security analysts who do nothing but study corporation reports and industry statistics and who frequently supplement this printed information with personal visits to corporation plants and offices. These research people know exactly how much any corporation made last year, have a pretty good idea how much it will make this year and can predict with reasonable accuracy what it will make next year. By asking a broker or by reading such advisory services as Moody's, Standard & Poor's or Fitch's, the most casual investor with \$100 in his pocket can learn more about a company today than the big-time operators of the '20s ever knew.

## Differences of opinion on Wall Street

THE advice the beginner gets will not, of course, always prove correct. As readers of the box on pages 94 and 95 will see, the security analysts of various good solid brokerage houses and advisory services have very different opinions at this moment as to what the market may do in the immediate future and which stocks might be good to own or to sell. Such difference of opinion always exists in Wall Street and sometimes crops out in spectacular ways. One brokerage house was greatly embarrassed recently to find that within the space of a few days it had sent its customers one glowing piece of literature recommending that they buy a certain stock—and an even more urgent suggestion that they sell the stock at once before it went completely sour. What had happened was that two different security analysts on the research staff had made independent studies of the same company and reached diametrically opposite conclusions, both of which were sent to customers through an oversight on the part of the research chief.

Not only are there legitimate differences of opinion between good brokers, but also there are incompetent brokers and securities analysts just as there are incompetent doctors, lawyers and shoe salesmen. There are also quite a few confidence men around who call themselves "brokers" and specialize in high-pressure sales talk, usually over the telephone, for phony oil fields and uranium mines. But the customers of any legitimate broker nowadays and a broker's standing can easily be checked through any bank or Better Business Bureau—get advice which is always honest, often extremely expensive to provide and sometimes brilliant.

Today's new stock market customer, this strange amalgam of naive enthusiasm and well-advised conservatism, is often a man of under 40. As the New York Stock Exchange advertisements recommend, he carries enough insurance to protect his family and

CONTINUED



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the best of both rolled into one

# Robt. Burns *Cigarillos*

You get a welcome change when you smoke a Robt. Burns Cigarillo because of a wonderful Robt. Burns discovery—Smooth Smoke® Binder Tobacco. It's a new veinless form of tobacco made smoother to smoke milder.

That's why a Robt. Burns Cigarillo is so pleasant tasting, so refreshingly mild. This very day, for a change of pace, try a Robt. Burns Cigarillo. Just 5¢ each... and in handy crushproof five-packs.

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Speedry  
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**...on any surface**

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Send today for your big, illustrated book, "77 magic marker," containing new ideas for work and play, arts & crafts, white:

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## STOCK MARKET CONTINUED

has enough cash or government bonds to keep him going several months if he should lose his job. He knows a number of older men at the office who have been buying stocks for the last five or 10 years and have profits to show for it which range from modest to fabulous. He is too young to remember the 1930s. As one broker puts it, "He was never eyewitness to the fact that stocks can also do you dirt."

As this customer usually explains to his new-found broker, he has accumulated some savings and he wants to see them grow. He is not particularly interested in collecting dividends, although of course they are welcome. What he is really seeking is a good, solid "growth stock." This is the magic phrase of today's market. It means shares in an enterprising company in an up-and-coming industry, run by directors who are less interested in paying out dividends than in pouring their profits back into research and expansion. The new customer has heard that many chemical, electronics and electrical manufacturing companies fall into this category. He wants to latch on to something like this so that when the time comes for him to retire at 65, he can sell out and live happily ever after on his profits.

When he is warned by the broker that everybody else has also been looking for growth stocks and that many of them may have been bid up so high that they cannot conceivably go higher for years to come, the customer is usually unimpressed. One broker has reported, in a spirit of mingled awe, admiration and horror, "We have lots of buyers nowadays who say, 'Sure, I know stocks are too high but I don't care. They'll be even higher five years from now.'"

Aside from his faith in the continued growth and prosperity of American industry, today's stock buyer usually has very little conception of the factors that make stocks go up or down. Some people still believe that the market's swings represent the maneuvering of rich insiders, as in the old days when Cornelius Vanderbilt cornered the market in Harlem Railroad stock in 1863, driving it up from 8 to 179, or when Northern Pacific stock soared from 170 to 700 a share in the famous struggle for control in 1901. But those days are gone forever. Nobody is that rich any more. Not even a Cornelius Vanderbilt and all his wealthiest friends could control a modern stock like General Motors, whose 279,530,000 shares are worth a little over \$12 billion at today's price.

### How the news affects the market

**S**OME stockholders, especially those who take an occasional look at the financial pages of their newspapers, think that the ups and downs of the market depend chiefly on what happens in Washington or in world affairs. BAD NEWS FROM MIDEAST DRIVES STOCKS DOWN, the headlines will say, or STOCKS RISE ON IKE'S SPEECH. This too is a fallacy. The newspapermen who cover Wall Street have to write a story on each day's market, and they frequently tie in the market's action with whatever news happens to be available. Often the same reporter who starts his story on Monday with the words, "Stocks declined today because of unfavorable developments in the Mideast" is forced to write on Tuesday, "Stocks rose today as the financial community took a more favorable view of the developments in the Mideast." Actually it takes a tremendous and totally unexpected news event to make more than a ripple in the market.

There are two major factors which really control the value of stocks over the years in a well-regulated, manipulation-free, mass-participation stock market such as we have today. One is corporate earnings. In 1955, when the Chrysler Corporation was earning \$11.49 a share for the year, its stock sold as high as 101½. This year Chrysler is losing money and its stock has sold as low as 44. The second factor, which gets into the vague realm of mass psychology, is how the public feels about a company's earnings. If a stock is earning \$1 a share, how much is it worth? Sometimes, especially during boom periods when everybody gets to believing that profits will go higher and higher, the investing public may think the stock is worth quite a bit. At other times when the business outlook is gloomy, the public may put a much lower value on the stock, even though it continues to earn the same \$1 a share. The price-earnings ratio, as Wall Streeters call it, can vary widely.

In the last 20 years the price-earnings ratio of the Dow-Jones industrial stocks has rarely been as high as it is now. The average price at which these selected stocks are selling today is 18 times their estimated current earnings. This is one reason most securities analysts are cautious right now. In the words of Harold X. Schröder, executive vice president of Group Securities Inc., "All the experts

CONTINUED



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I used Clearasil for 10 days and my complexion is so much better. I thank Clearasil for the wonderful results it gave me. I have never had a pimple since I started using it.

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## 'STARVES' PIMPLES

SKIN-COLORED, Hides pimples while it works

CLEARASIL is the new-type scientific medication especially for pimples. In tubes or new squeeze bottle lotion, CLEARASIL gives you the effective medications prescribed by leading Skin Specialists, and clinical tests prove it really works.

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CHLORINE BLEACH  
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## LOOK! YOU GET 27 DISTINCTIVE MATCHED SETS

8 buttons to a set—no ordinary shirt buttons. No two sets alike! Every button is fashion-right for today's new blouses, dresses, suits and sweaters. Your buttons come in a host of sizes—and materials—in glass, wood, plastic, cloth. Color bright!...in sculptured, metallic, even two-tone designs. All delivered to your door in a sturdy, space-saver storage carton.

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Imagine! Amazing new *Safety Beads* packed with concentrated chlorine bleach. Safe to your clothes...because the powerful built-in bleaching action only begins when the *Safety Beads* dissolve in your washer.

There's no pre-mixing—no splashing, spilling worries—you pour or sprinkle Beads-o'-Bleach right from the new oil box. You'll like the clean smell (it never clings to hands), the new built-in "brightener" that even gets *dungy* shirts extra white (no liquid bleach has it). Try a box *this week!*

LOOK! This 18-oz. box equals about a half gallon of liquid bleach...for about the same low price, too!



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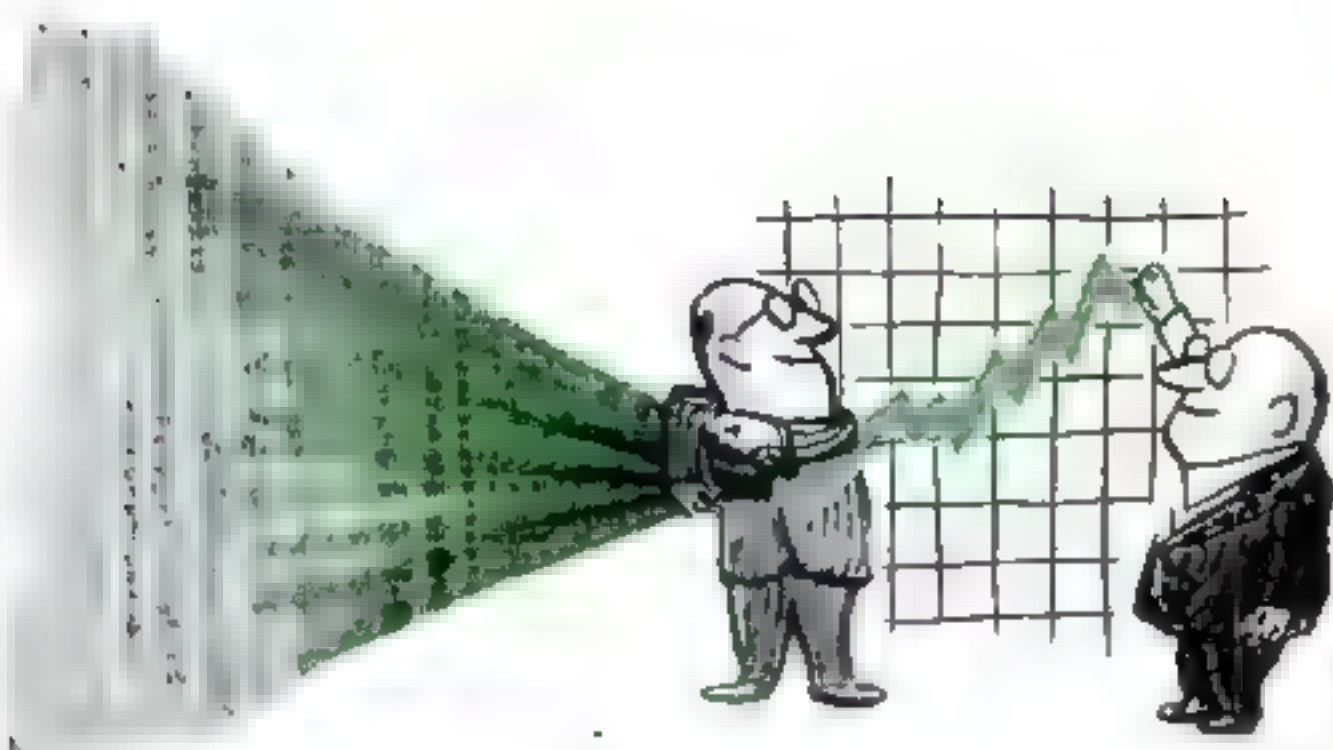
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Market experts averaging out selected stocks find price of shares keeps rising merrily despite the recession.

## STOCK MARKET CONTINUED

say that stocks are 'overvalued,' 'fully valued' or 'generously priced.' Nobody says they're cheap."

Everybody in Wall Street always has a theory to explain the current state of the market. One professional view right now is that prices are completely out of line and that the misguided investors who have bid them up to their present levels are about to have the rug pulled out from under them. According to this school of thought, every bull market has to be followed by a bear market. We had a business boom and a bull market which flourished almost without interruption from 1949 until last summer, and then both of them ended. True, the recession has been kept relatively mild, but that very fact may mean that it will take longer for business adjustments to be completed and for another boom to start. In the meantime stock prices will do what they have always done when business was shaky: they will drop.

Analysts of this school believe that the market right now is in just about the same position it occupied at one time in the bear market which began in 1929, and again in the bear market which began in 1937. In both these cases an initial plunge in the averages was followed by a sharp recovery—but this in turn was followed by a second and more drastic wave of selling.

This extreme bearish point of view is solidly backed by the old adage that, in economics at least, history always repeats itself. As persuasive as it may sound, however, this view is not widely held in Wall Street today. There are very few all-out bears at the moment, chiefly because it is the consensus among brokers that our economy has changed so thoroughly that it is futile to try to understand it by historic analogy. Most Wall Streeters believe that we are in a New Era of business, finance and securities, and they are not at all upset by reminders that past prophecies of a New Era have always ended in bitter disappointment.

### The new Wall Street philosophy

A LEADING spokesman for this majority view is an erudite and highly respected Wall Streeter who, since he never speaks for publication, must remain anonymous here as Broker A. Having survived the bear market that began in 1929 and the one that began in 1937, Broker A is well aware of the analogies between those two markets and this one. He too would be the most confirmed of bears right now, he concedes, if the analogies were complete. "If we still had the old-fashioned, laissez faire economy, I would have had 90% of my funds in cash or high-grade bonds for a long time," he says. "I would have expected a hell of a depression and I would have been one of the most liquid men in all Christendom."

But Broker A believes that all the rules of our economy and our securities markets have been changed by two important events that have occurred since 1929: the abandonment of the gold standard in 1934 and passage of the Full Employment Act of 1946. Going off the gold standard meant that the government would henceforth play an important role in setting the value of the dollar. Passage of the Full Employment Act meant that we would henceforth live in a welfare state dedicated to finding a job for everybody. And in Broker A's opinion the state can find jobs for everybody only by constantly manipulating its money policies to produce more and more inflation. Theoretically, our government is committed to full employment, a stable price level and a balanced budget. Actually, these are mutually incompatible goals. When employment drops, the government tries to revive it by pumping

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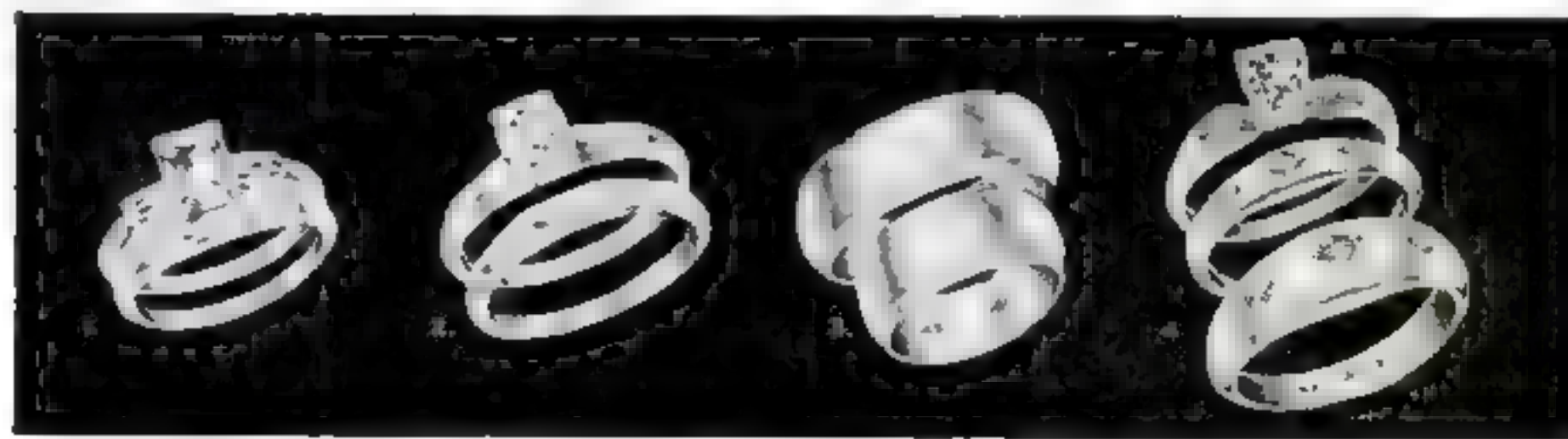


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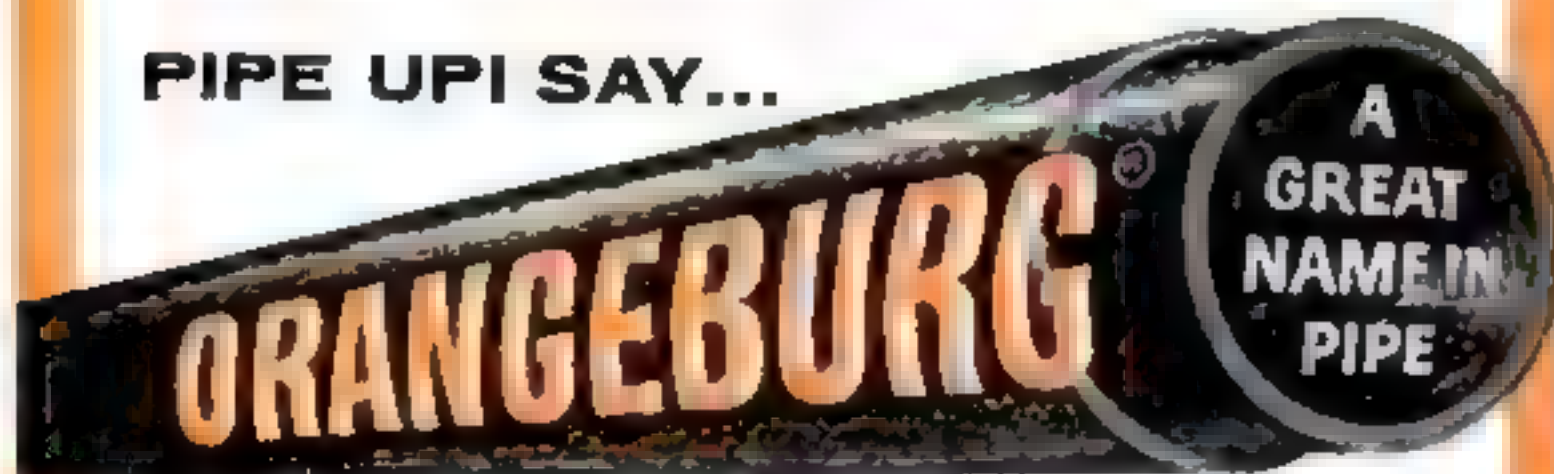
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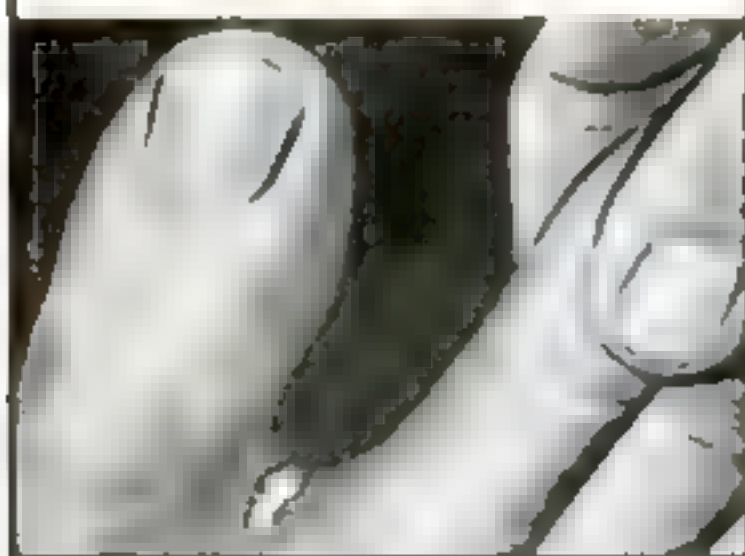
**Plastic Pipe**

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## Get after Athlete's Foot **FAST!**

**BEFORE THIS—**



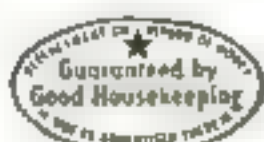
Raw, red cracks between the toes, itching or peeling are the first signs of Athlete's Foot. At this early stage, Athlete's Foot is easy to treat—if you act fast!

**Absorbine Jr. kills 100% of Athlete's Foot fungi in laboratory test tubes in less than 5 minutes!**

That tingling sensation you feel tells you liquid Absorbine Jr. is busy killing all the fungi it reaches—even in tiny cracks.

For a famous laboratory grew millions of Athlete's Foot fungi in test tubes and reported every single one killed by Absorbine Jr.!

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**BECOMES THIS!**



Left untreated, Athlete's Foot fungi burrow, spread—may even get into your blood stream. In advanced stage, like ringworm of the foot above, see your doctor



New bottle ends risk of spreading Athlete's Foot. Simply dab Absorbine Jr. on infected area with sponge tip. No drip... no mess... you treat Athlete's Foot without touching it with your hands

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W. F. Young, Inc., Springfield, Mass.

## STOCK MARKET CONTINUED

new money into the economy, and the balanced budget and stable price level go out the window.

What Broker A has done in the market recently is an object lesson in buying and selling securities on the theory that the old rules have been obsolete since 1946. The business statistics indicated to Broker A last summer that we were in for a recession. In the old pre-1946 days he would have got out of the market almost altogether and waited for the bottom to fall out. But under present circumstances he merely—in his own words—"peeled off one layer" of his commitments, thus getting some cash in hand to take advantage of bargains.

Along about last October, Broker A figured the market had sufficiently discounted the mild recession he envisioned, and he began what he calls a program of "lazy buying." He has a nice profit on his purchases now, but he is not a rampaging bull. From this point on, he feels, one of three things must happen:

1) The improvement in business will gather such momentum as to lift corporate earnings rapidly and justify present stock prices.

2) Even if the business recovery is not so fast, investors will be patient and keep stock prices up because of their long-term expectations of inflation.

3) The market will back down to levels which are more in line with the presently expected corporate earnings for 1958.

But even if possibility No. 1 or possibility No. 2 comes to pass, the market can hardly be expected to rise very much higher in the near future. And possibility No. 3 would carry it considerably lower, just how far down being a matter of conjecture. This is why Broker A and most experts in Wall Street are currently pretty much in agreement with the Bache & Co. market bulletin mentioned at the beginning of this article. The market has shown remarkable and indeed astonishing strength in the midst of our recession. It shows every sign of continuing upward for a time. But the market is already so high in terms of present business conditions and earnings that this might be a good time to take advantage of all the buoyancy, cash in some profits and wait for a downturn to produce some bargains.

### The bullish prospect

**F**OR the long term, on the other hand, practically everybody in Wall Street agrees with the bullish public. Barring war, it is generally conceded that stocks will be selling considerably higher some day than they are selling now, regardless of any temporary downturns. One reason for the bullish atmosphere is the large amount of money that seems to be seeking investment outlets, particularly in mutual funds and pension funds. Another reason, perhaps the strongest, is inflation.

One need hardly be a highbrow economist to note that wages and prices have kept right on rising despite the recession. ("If wages go up when business is bad," said one broker, "what's going to happen when business gets good?") Inflation makes savings accounts and gilt-edged bonds look far less attractive than in bygone years. At the same time it makes stocks look more attractive, for while stocks are by no means a perfect hedge against inflation, they are one of the very few hedges of any kind that the average man can use. A good many stocks seem to have been bought in this spirit. "Just inflation alone," one prominent market observer said last week, "will some day carry the Dow-Jones average over 1,000."

Practically all economic observers agree, moreover, that U.S. population growth and technological progress are pointing toward a new golden age for business sometime within the next decade. Armand L. Lipp, a senior partner in the investment banking and brokerage firm of Carl M. Loeb, Rhoades & Co., has said, "The 1960s are going to be one of the best earning periods business has ever seen." An official of one of the nation's most conservative investment houses said, "The birth records of recent years show that around 1966 there will be unprecedented numbers of young people reaching marriageable age and starting new households. That's the year to watch for the biggest boom in history."

There is one old Wall Street adage that seems likely to remain true as long as the marketplace functions. This is the saying that stocks are often priced too low or too high but almost never just right. In a sense the market is like a giant pendulum. Investors get overenthusiastic and the market goes too high. They get overpessimistic and the market goes too low. All the while, however, the pendulum is swinging somewhere around the basic truth of the matter.

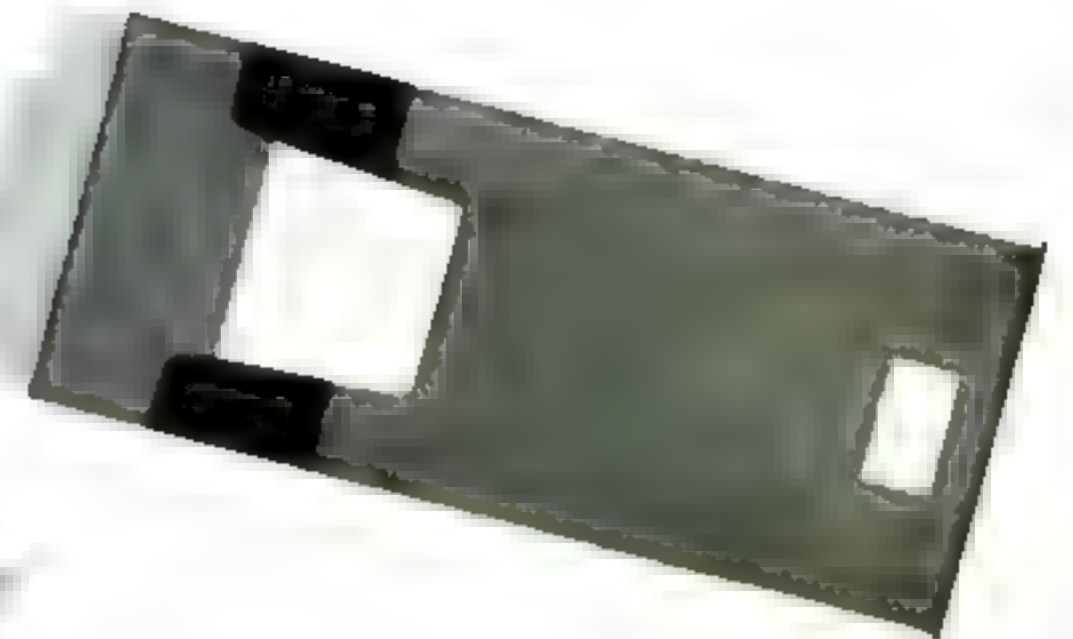
The truth of the matter, in the almost unanimous opinion of the nation's best experts on investment values, is that U.S. business is getting bigger and better all the time and will continue to

CONTINUED





freshness you can see...



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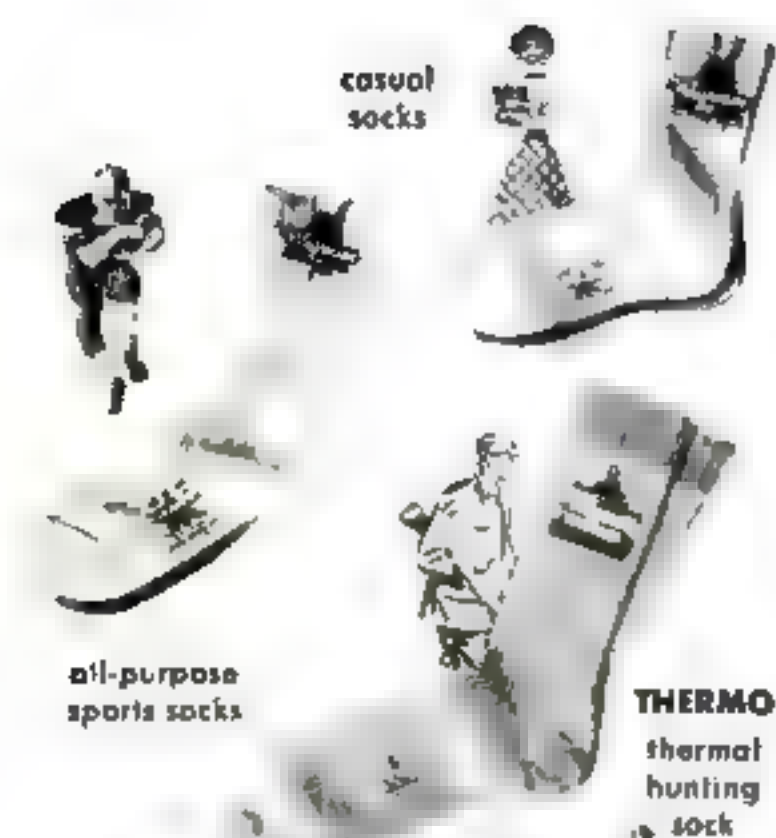
it's freshness you can see. You watch your dealer add the fluid, and you know that you're getting all the power you pay for. Every Delco battery (yes, even the lowest priced) is backed by a written General Motors warranty that's good all over the United States and Canada, too. Ask your dealer about Delco—it's America's No. 1 battery and No. 1 power value.

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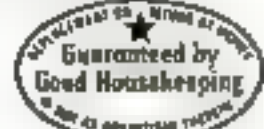
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## STOCK MARKET CONTINUED

do so for the foreseeable future. The public agrees—at this particular moment perhaps a little too enthusiastically. But regardless of what happens over the short term, the long-term trend of the market is almost surely up.

To the LIFE reader with some extra dollars left over at the end of the month, what does this mean? Does it mean that you, too, should buy stocks? Perhaps it does. One way of finding out is to write to the New York Stock Exchange for its booklets on how to get into the market, or for that matter just to talk frankly to a broker. The brokerage business has moved so far from the lamb-shearing days of the past that you can be pretty sure of being advised to stay out of the market unless your financial circumstances and your own attitudes toward investments genuinely justify your getting in.

Does it mean that you should buy stocks *right now*? Probably not. The consensus of Wall Street experts is that prices will probably get lower before they get much higher. On the other hand, the consensus may be wrong—as it has been for some months.

Will you make money on stocks? Probably. Most people who get into the market sensibly and stay there long enough will almost surely profit from both dividends and price rises over the years, barring total disaster. But you could easily be the exception. You have to be sure that the market is not already putting too high a value on the stock you buy. (Despite all the recent ebullience, some 40% of the stocks listed on the New York Stock Exchange have gone down, not up, since 1946. If you invested that year in most of the rails, airlines, retail stores, amusements and textiles, for example, you could have lost money.) You also have to be sure not to invest in a buggy whip factory just when a new automobile industry is being born.

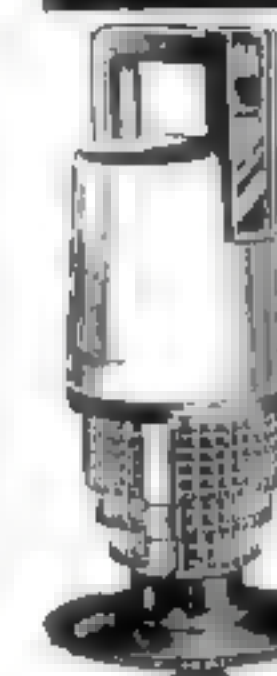
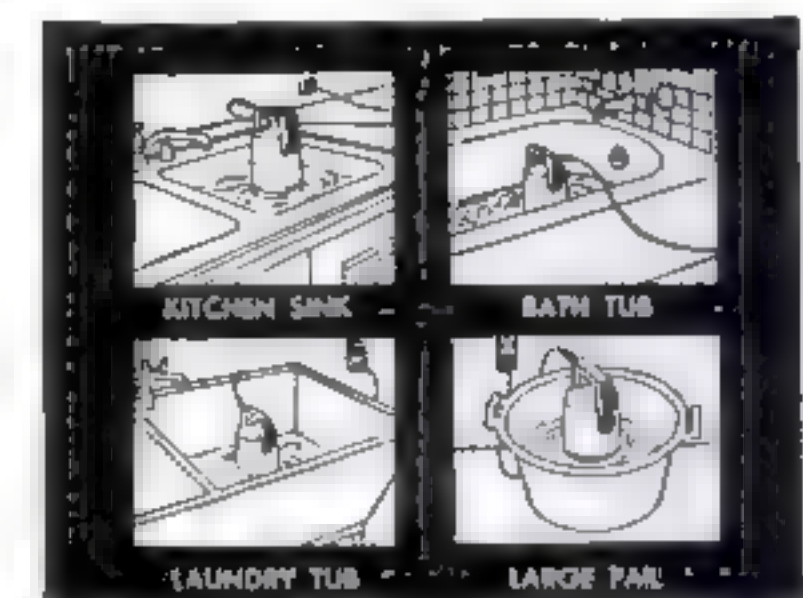
How can you be sure? There lies the trouble. You *can't* be sure. As with everything else in life, you just have to take your chances. This is why there is always somebody willing—even in a strange and unprecedented market like this one—to sell a stock at a price somebody else is willing to pay. It is also why people of faint heart should stay out of the market altogether or buy nothing more risky than A.T. & T. A few weeks ago when trouble erupted in Iraq, Broker Armand Erpf received a frantic telephone call from a friend and customer who owned some Royal Dutch Petroleum, one of the companies concerned with Mideast oil. The customer wanted to dump his shares fast. Broker Erpf said calmly but reprovingly, "If you haven't enough stomach to stand a revolution or two and an assassination or two, you shouldn't have bought that kind of stock in the first place."



Bulls and bears in turn ride high side of market's pendulumlike swings. Long-term outlook: bullish.

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New, **AMI** Portable Electric  
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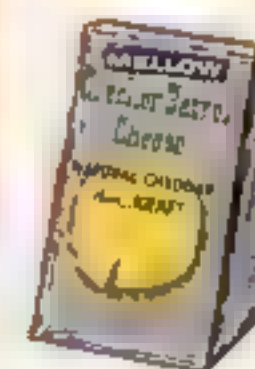
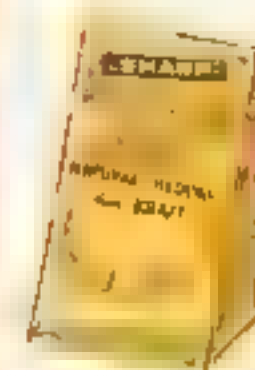


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## Real sharp...every single time

Here's genuine old-time cheddar such as your great granddad felt himself "in luck" to find. Kraft Master Cheesemakers age it, wrap it and mark it so *you always* have "the luck" to find just the flavor you want. And Kraft's double-strength aluminum

foil keeps the fresh-cut goodness in every morsel, whether your choice is Cracker Barrel brand Extra Sharp, Sharp, or Mellow. Treat yourself to a wedge of this *finest* of natural cheddar cheese — the wedges marked Cracker Barrel brand.



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**ONLY  
VICEROY HAS  
A THINKING MAN'S  
FILTER...  
A SMOKING MAN'S  
TASTE!**

This man thinks for himself.  
Knows the difference  
between fact and fancy  
Trusts judgment, not opinion.

Such a man usually smokes VICEROY  
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VICEROY has *a thinking man's filter*  
and *a smoking man's taste*.



Familiar pack or crush-proof box.

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ARMS FULL of rifles and uniform bags, Charles Georgi heads for new quarters with fellow cadets.

# Air Cadets' Welcome Home

**WITH DISCIPLINE AND DISPATCH, ACADEMY TAKES OVER NEW CAMPUS**

Last week was moving time for the 1,148 cadets of the U.S. Air Force Academy. After three years of classes at a temporary site near Denver, the cadets traveled by bus and auto to their brand-new 18,000-acre campus which nestles up against the Rockies outside Colorado Springs. "Is that it?" asked one Air Force cadet when he saw the gleaming walls of glass, marble and aluminum. "It looks like a shopping center."

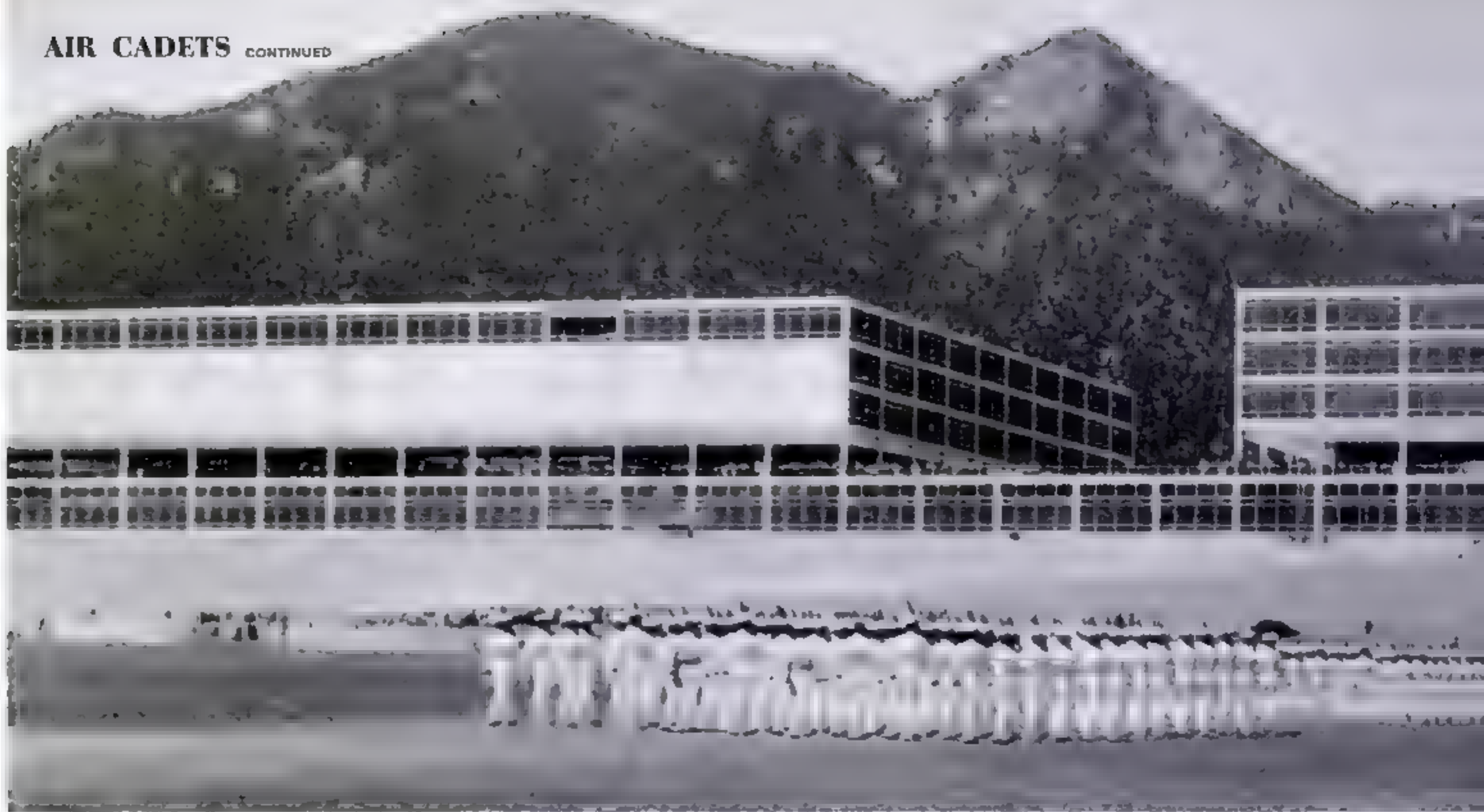
Even before the cadets could get settled into their walnut-lined rooms they were plunged into an unrelenting routine of military formations and classes in subjects ranging from ancient history to

astronautics. Cadet discipline at the academy, which is modeled after the "Beast Barracks" system of West Point (LIFE, Oct. 14), is so rigorous that some cadets have already dubbed their academy the "Sing Sing of the Rockies." At mealtimes, freshmen cadets, who are nicknamed "Dooches," are designated as "co-pilots" and "crew chiefs" to serve food to the upperclassmen. They must also be ready to answer detailed questions about World War I aces, Air Force planes and the lyrics of Air Force songs. Last week as the cadets raced from one formation to another, some of them found the going to be more than they could cope with (p. 111).

CONTINUED



# AIR CADETS CONTINUED



FORMAL PARADE WITH CADETS IN DRESS WHITE UNIFORMS MARKS ACCEPTANCE OF NEW CLASS INTO THE ACADEMY. BUILDINGS AT LEFT IN BACKGROUND HOLD

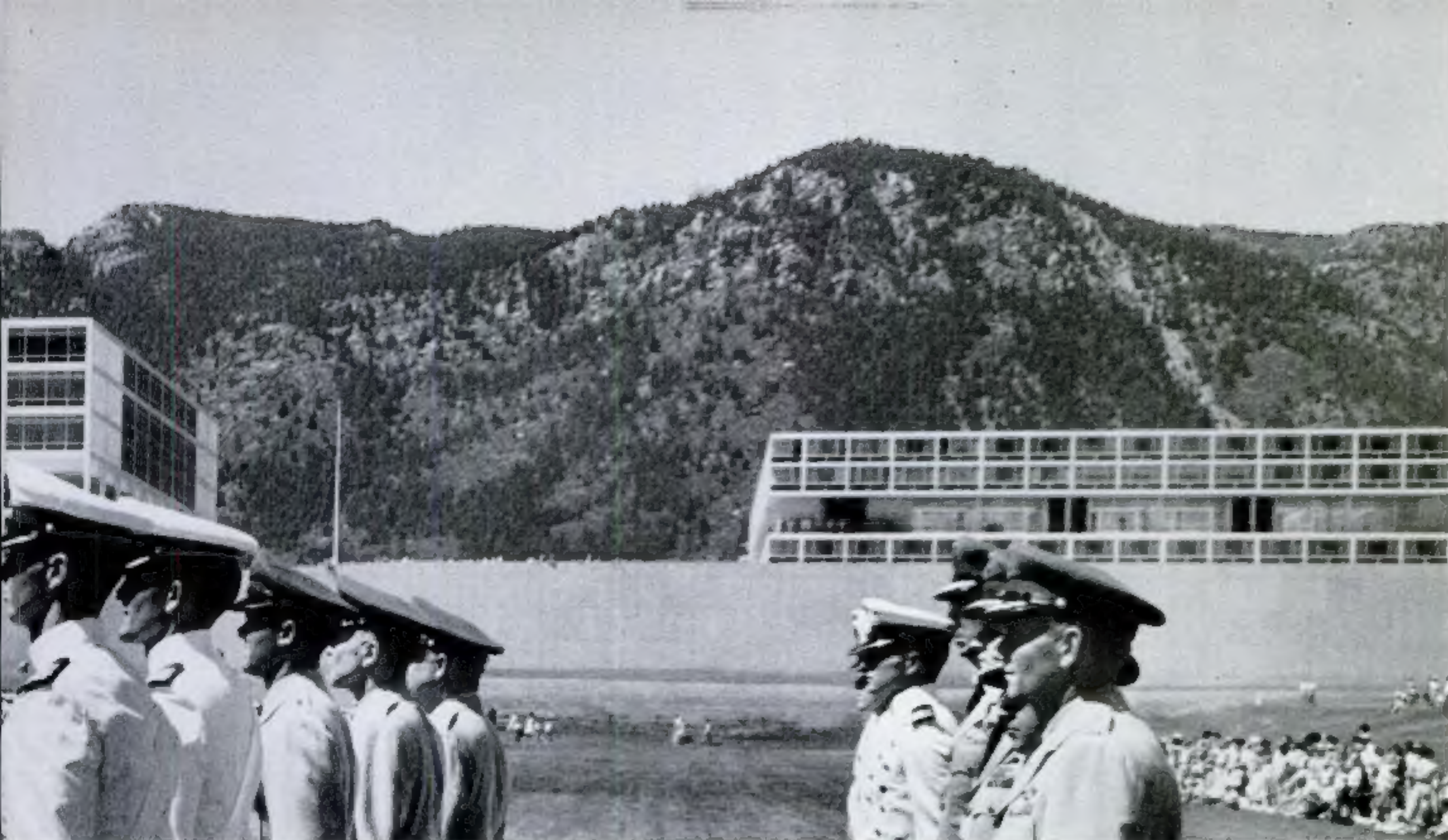


HECKLING ON HIGHWAY, a pickup snarled by two men who were in a hot dispute, and were in a hot dispute. They had had a very hot dispute, and were in a hot dispute.



← ON PUBLIC DISPLAY, two cadets recuperating in the academy infirmary to check on them. Draperies for the picture windows had not yet arrived. A table set for a meal. The cadets are in the background.



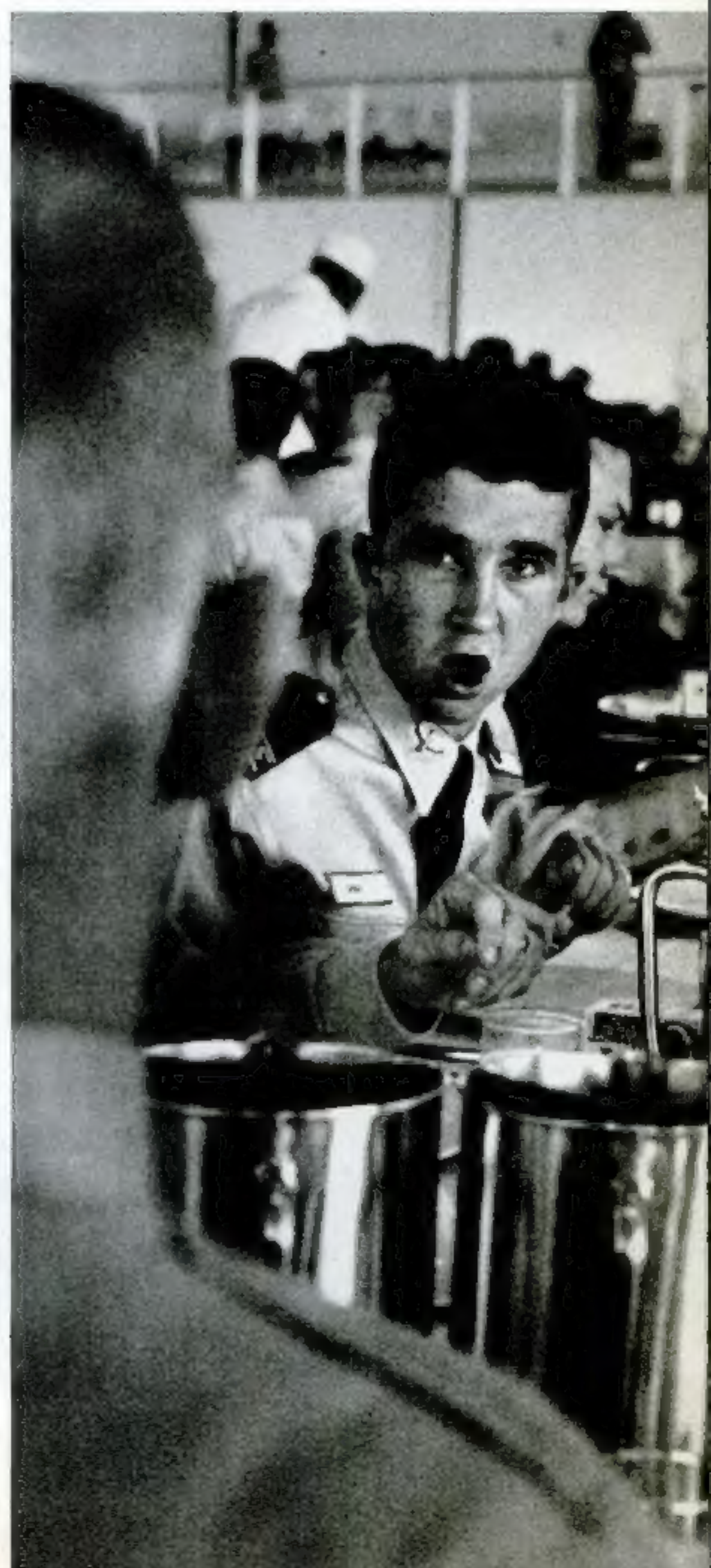


CLASSROOMS. BUILDING BEYOND REVIEWING OFFICERS AT RIGHT IS THE CADET LIVING QUARTERS. FOOTHILLS ARE PART OF THE ROCKIES' RAMPART RANGE



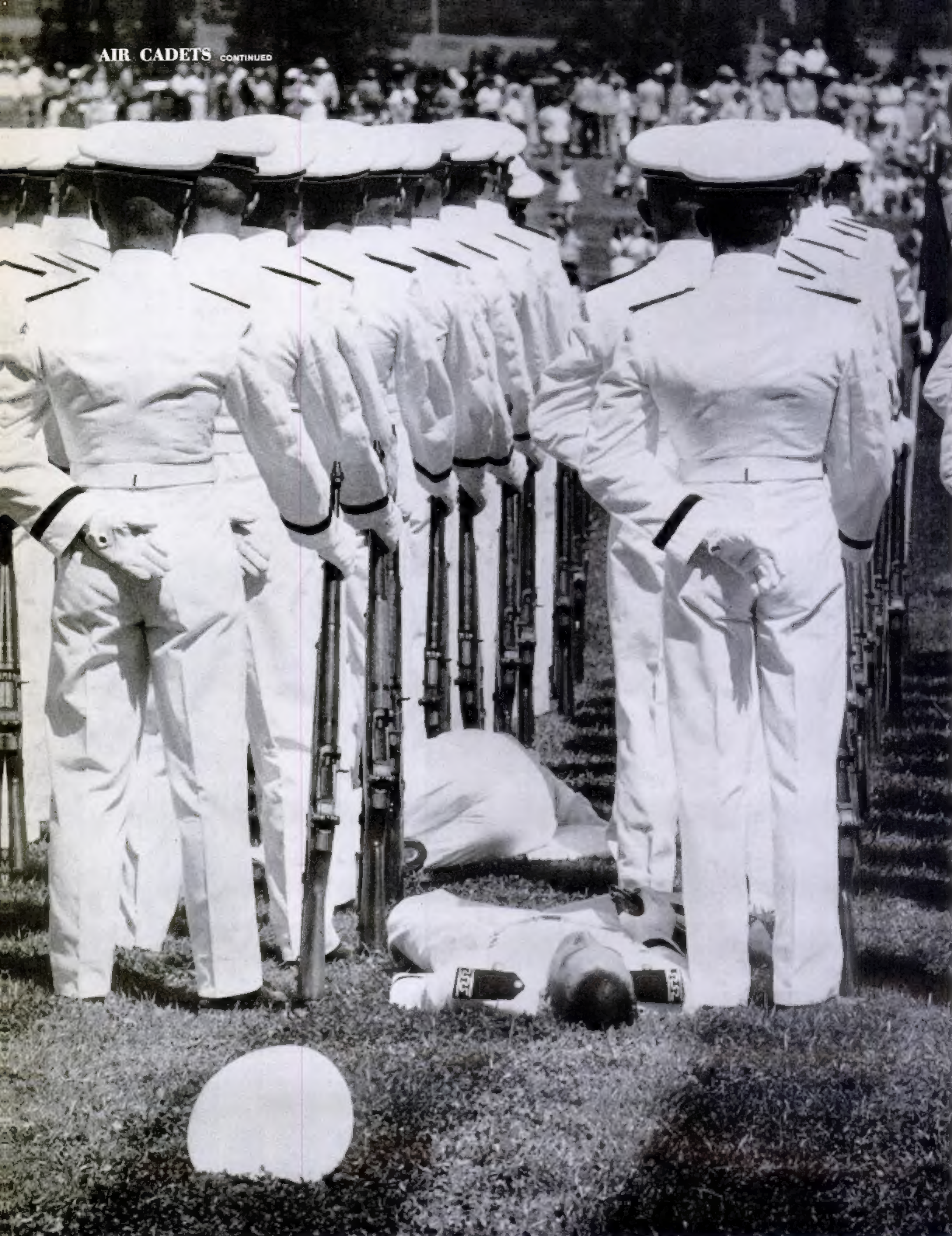
**DINING HALL**, here only partially filled, has stainless steel ceiling which deadens noise. Until new seats with hatracks arrive, hats are parked on table.

**DISCIPLINE AT LUNCH** is meted out by upper-classman Kirk Canterbury to new cadet who must serve food for table while keeping perfect posture.



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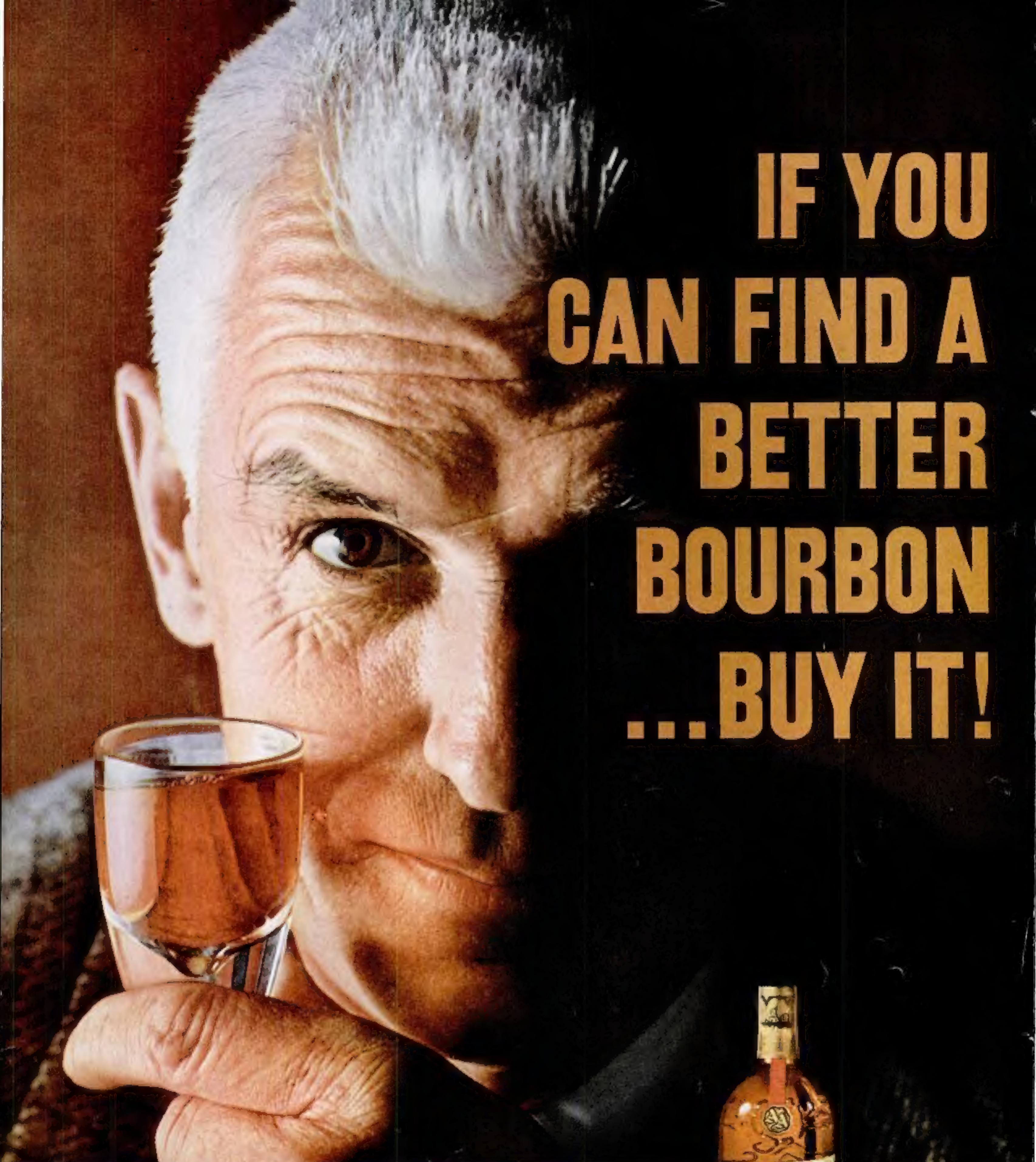




**CASUALTIES ON PARADE**, two academy cadets who had passed out from the heat and glaring sun during welcoming ceremony for the new class lie untended

where they fell—a sight more typical of British than U.S. parades. But before the 90-minute ceremony was over they were up again and back in line of march.





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